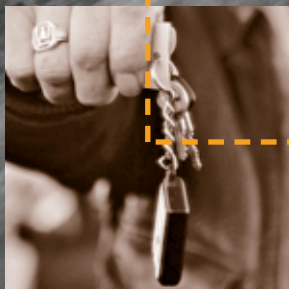


TRAFFIC SAFETY...



The Road to Healthy Living

2004 ANNUAL EVALUATION REPORT

MICHIGAN



Office of Highway Safety Planning

Table of Contents

Introduction	2	Training	21
Guiding Values and Principles	2	Equipment	22
OHSP Mission	2	Michigan State Police Enforcement	22
FY2004 Accomplishments	3	Pedestrian/Bicycle Safety	23
Michigan's Climb to 90 Percent Safety Belt Use	4	Public Information and Education	23
Enforcement	4	Traffic Records	24
The Message	4	Traffic Crash Facts	24
Outreach	4	System Enhancement/ Implementation	24
Vehicle Crash Statistics	6	Traffic Crash Rewrite Project	24
Comparing Michigan's Traffic Fatality Facts to the Nation's Experience 2000–2003	6	Community Traffic Safety	25
Vehicle Crash Death Rate	7	Safe Communities	25
Crashes that Result in Death or Serious Injury	7	Technical Assistance	25
Occupants Killed or Seriously Injured	7	NETS Activities	26
Front-Outboard Shoulder Belt Use	8	General Public Information	27
KA Crashes Coded as HBD	8	Public Information Materials Distribution and Storage	27
Intersection Crashes	8	Paid Advertising	28
Drivers Involved in "Hazardous Actions" KA Crashes	9	Advertising Evaluation, Assessment and Outcomes	28
Male Drivers Age 16–20 KA Crash Rate	9	Roadway Safety	31
Male Drivers Age 21–34 KA Crash Rate	10	Metropolitan Planning Organization Evaluation	31
KA Crashes on City/County Roads	10	Intersection Safety Training	31
Memorial Day through Labor Day KA Injury Rate — Drivers and Occupants	11	Statewide Crash Data Evaluation	31
Crash-Involved Occupants Age 0–15 that Experience KA Injuries	12	Deer-Vehicle Crash Reduction Study	31
Licensed Drivers Age 70+ KA Crash Rate	12	Driver Issues	33
Occupant Protection	13	Curriculum Support	33
Evaluation	13	Elderly Mobility Issues	33
Public Information and Education	13	Motorcycle Safety	33
Child Passenger Safety Education and Training	13	Public Information and Education	33
Safety Belt Evaluation and Training	13	Administrative Issues	34
Promote Safety Belt Use	13	OHSP's Web-Based Grant Application	34
Diversity Program Support	14	Legislative Update	34
Program Support	14	Safety in Transportation Planning	34
Alcohol/Impaired Driving Prevention	15	Michigan Traffic Safety Summit	34
Public Information and Education	15	Governor's Traffic Safety Advisory Commission	34
Implementing Priority Strategies	15	Mobilizations	35
Judicial Training	15	Enforcement	35
Youth Alcohol Liaisons for Criminal Justice Partners	16	Earned Media	36
Evaluation	16	Paid Media	36
Public Information and Education/BAC Levels	17	Evaluation	36
Prosecutor and Law Enforcement Training	17	Results	37
Statewide Coalition Support	18	Public Information and Education — Michigan State Fair	38
Statewide Outreach	18	FY2005 Focus	39
Youth Alcohol Enforcement	18	Occupant Protection	39
Youth Alcohol Liaison and Training Officer	19	Alcohol Impaired Driving Prevention	39
Public Information and Education	19	Driving Issues	39
Underage Drinking Prevention Support	19	Planning and Administrative	39
Teen Leadership Training	19	OHSP Status Report	41
403 Media and Law Enforcement Activities	20		
Police Traffic Services	21		
Law Enforcement Liaisons	21		
U.S.-2 Corridor Project	21		

Introduction

Welcome to the 2004 Annual Evaluation Report for the Michigan Office of Highway Safety Planning (OHSP). This has been a very successful year for traffic safety in Michigan. The state joined a very elite group by becoming one of six states in the nation with a 90 percent or higher safety belt use rate. This goal could not have been accomplished without the assistance of traffic safety partners and advocates who worked diligently to achieve this milestone and improve traffic safety throughout the state.

A section that highlights some of the activities that we feel contributed to this success follows the FY2004 Accomplishments section.

This new section is followed by the traditional overview of Michigan's fatal and serious injury crash trends. Detail on each OHSP goal is provided including a statement of each

goal, a look at the status of the goal over the past few years and a brief explanation of the activity impacting the goal. This is the key section of the report as it demonstrates the impact of the traffic safety programs selected and supported by OHSP.

The final section of the report provides additional detail on grant activities undertaken during the year to achieve OHSP's mission and goals. This section includes a comprehensive overview of the safety belt and alcohol enforcement mobilizations as well as detailed evaluation information regarding the paid advertising campaigns implemented in support of these mobilizations.

OHSP thanks our many partners for their support, dedication and willingness to work together in protecting Michigan citizens from the impact of traffic crashes.

GUIDING VALUES AND PRINCIPLES ▼

We strive for integrity, commitment, and excellence in our daily work, and fairness and mutual respect in our relationships with our partners.

We embrace a team-focused working environment and are committed to promoting professional growth and development.

We value our role as leaders in fostering cooperation, collaboration, and innovation with other public and private organizations at the local, state, and national levels.

We understand that a sound process of problem solving, including problem identification, strategy development, and evaluation, will result in effective outcomes.

We believe it is essential to actively seek the input of local community representatives to achieve long-term safety improvements.

We are committed to providing resources in an objective manner.

OHSP MISSION ▼

To save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations.

FY2004 Accomplishments

- ▼ Michigan's safety belt use rate is 90.5 percent, the highest rate ever recorded in the state and the fifth highest rate in the country.
- ▼ A total of 390 law enforcement agencies participated in at least one of the five mobilizations supported by OHSP. These agencies reported making 258,090 traffic stops, issued 48,708 safety belt citations, and made 6,076 drunk driving arrests. In addition, 3,350 felony arrests were made.
- ▼ Traffic safety training was provided for more than 400 judges, probation officers, and others as part of the Michigan Association of Drug Court Professionals annual conference in February.
- ▼ One thousand three hundred law enforcement and adjudication professionals attended the Prosecuting Attorneys Association of Michigan's traffic safety training program workshops. Fifty-one workshops were conducted in Michigan during 2004.
- ▼ OHSP youth alcohol enforcement activities took place in twenty-one counties providing nearly 1,000 hours of overtime enforcement, dispersing 189 parties, and writing 463 minor-in-possession tickets.
- ▼ MADD's thirty-eight-minute multi-media school assembly program, *IRL...In Real Life*, was presented to 12,000 students in more than twenty Michigan high schools.
- ▼ More than 7,275 bicycle helmets were distributed.
- ▼ One hundred fifty schools participated in the Student Leadership Services high school safety belt challenge.
- ▼ Nine corporate training programs took place to educate employers on the cost savings that can be attributed to implementing workplace traffic safety programs.
- ▼ OHSP participated in the planning for the North American Conference on Elderly Mobility "Best Practices" from around the world. This conference brought in attendees from sixteen states and seven countries.
- ▼ During FY2004 holidays there were sixty-five traffic fatalities, down from a thirty-year average of 116.
- ▼ Two Standardized Field Sobriety (SFST) Instructor Training sessions trained thirty-eight individuals and thirty-three Practitioner Trainings provided training to 652 officers.
- ▼ Approximately 300 registrants, exhibitors, and speakers attended the 9th Annual Michigan Traffic Safety Summit. This annual statewide conference brings together traffic safety advocates and experts to exchange ideas and learn from one another in an effort to save lives.
- ▼ The 2004 Law Enforcement Challenge resulted in more than 500 law enforcement agencies in Michigan participating in safety belt and drunk driving enforcement efforts.

Michigan's Climb to 90 Percent Safety Belt Use

It was a tremendous and exciting year for the Michigan Office of Highway Safety Planning when safety belt use topped 90 percent at the end of the summer in 2004. The welcome news capped off an intensive, summer-long effort that included two safety belt mobilizations and unprecedented grass-roots outreach.

The belt use rate in 2003 was approximately 85 percent. In the course of one year, that rate jumped more than five percentage points.

How did it happen? It certainly represents dedication and hard work by numerous groups and individuals within the state, many of whom have been involved with this effort for many years.

ENFORCEMENT ▼

Michigan's law enforcement community has truly made safety belt enforcement a priority. From officers to administrators, this group understands that strict enforcement saves lives.

The law enforcement community has been a tremendous asset and ally as Michigan moved its belt use rate upward. The most recent turning point came in early summer when law enforcement agencies deployed a record high number of safety belt enforcement zones. Opportunities for federally funded overtime enforcement were extended to agencies in the state's popular travel destinations, mostly the Upper Peninsula and the northern Lower Peninsula areas. That meant the number of counties participating in safety belt enforcement zones more than doubled from the previous year.

Further, safety belt enforcement was intensified in the state's high population areas to enhance visibility, and ultimately compliance.



Governor Jennifer M. Granholm and NASCAR champion Jeff Gordon promote the importance of safety belts during an event at the Michigan International Speedway.



Michael L. Prince, division director of OHSP; Governor Jennifer M. Granholm; Anne Readett, manager of OHSP Communications Section; and John C. Hertel, manager of the Michigan State Fair, celebrate the start of the fair.

The enforcement strategy was very nearly duplicated in a statewide mobilization that took place at the end of the summer over the Labor Day holiday period.

In addition to dedicated enforcement, the participating agencies helped spread the word locally by hanging banners in prominent locations, handing out flyers and other promotional materials to ensure their communities were well aware of safety belt enforcement efforts.

THE MESSAGE ▼

Safety belt enforcement zones were a pilot program in 2003, and a core enforcement strategy in 2004. While earlier advertising messages touted strict enforcement, the message was revised to exclusively feature the enforcement zones. New TV and radio spots had a reality show feel, featuring actors who portrayed someone who had just received a ticket in a safety belt enforcement zone. The new spots ran in rotation with a previously developed ad in a three-week ad blitz that covered the state's more populous areas for the May mobilization.

OUTREACH ▼

Recognizing that two intensive safety belt mobilizations alone may not be enough for the state to reach its 90 percent use goal, OHSP staff embarked on a massive outreach effort, engaging partners new and old.

Program coordinators mined their partners and regional contacts for support. They were asked to do whatever they could to participate in the campaign, including running newsletter articles, hanging *Click It or Ticket* banners, and distributing flyers to their members or constituencies. Support came from many places, including trade associations, state agencies, business partners, health care organizations, high schools, Welcome Centers, universities, the travel/tourist industry, chambers of

commerce, Traffic Safety Committees, and the Governor's Traffic Safety Advisory Commission.

There were several activities that deserve mention and notice. Among the business community, General Motors rallied behind this effort, putting up banners at its many work sites and plants throughout the state and ensuring employees were well aware of the *Click It or Ticket* enforcement campaign. Two utilities, Consumers Energy and the Lansing Board of Water and Light, actively promoted safety belt use to their employee bases. AAA Michigan provided solid support, both by distributing *Click It or Ticket* keychains at branch offices and by placing a prominent article in the *Michigan Living* magazine, the state's largest circulation publication.

Other promotional opportunities took place at Michigan International Speedway, site of two prominent NASCAR races during the summer. This was an especially important partnership because NASCAR races are popular with the target audience the state is trying to reach with safety belt use messages. During a special promotional event linked to the state's tourism industry, Governor Jennifer M. Granholm declared it Jeff Gordon Day in honor of the NASCAR star. Granholm and Gordon then posed for a photo promoting safety belt use and a news release was sent out statewide. Later in the summer, the track put up *Click It or Ticket* banners for race events and read buckle up reminder messages on their announcement system.

In a similar vein, the office struck up a new partnership with Comerica Park, home of the Detroit Tigers. During a game that coincided with the May safety belt enforcement mobilization, a "saved by the belt" survivor was recognized at the park, the TV ad was shown on the large video board, and safety belt reminders were announced throughout the game. Later in the summer, when the second safety belt enforcement blitz was un-



The Office of Highway Safety Planning booth at the Michigan State Fair.

derway, OHSP staff distributed thousands of *Click It or Ticket* "clickers" to fans entering the park for a second promotion.

Detroit was also the site for intense messaging and activity throughout the summer, designed to increase safety belt use. Working through the Detroit Neighborhood City Halls, many different activities were aimed at encouraging more Detroiters to buckle up. This included radio public service announcements, church-centered events, child safety seat checkups, and an end of summer rally for Detroit students.

Safety belt promotions remained intense even at the end of the summer. For the first time, OHSP was a part of the Michigan State Fair, sponsoring the InFAIRmation booths and staffing a *Click It or Ticket* booth every day of the event. At the OHSP booth, fair guests had the opportunity to pick up a *Click It or Ticket* keychain and enter a daily drawing for a free child safety seat. Fair goers also had the opportunity to sign their name on the "Saved by the Belt" board if they had been involved in a crash where their safety belt saved their life.

The newest communication tool involved introducing a "Buckle Up" parking lot stencil available to traffic safety partners. The stencil and spray paint were sent to partners to paint the Buckle Up reminder in their parking lots.

Finally, OHSP made contact with colleges and universities, asking them to distribute *Click It or Ticket* keychains and highlighters to returning students as they applied for their campus parking permits. Again, this was an important market, reaching out to young adults who have consistently lower safety belt use rates. In all, ten colleges and universities agreed to assist with this promotion.



Two Sturgis High School DARE students spray Buckle Up stencils in the school parking lot.

Vehicle Crash Statistics

COMPARING MICHIGAN'S TRAFFIC FATALITY FACTS TO THE NATION'S EXPERIENCE 2000–2003 ▼

	MICHIGAN					UNITED STATES				
	2000	2001	2002	2003	2000–2003 % Change	2000	2001	2002	2003	2000–2003 % Change
Crashes	424,867	400,813	395,515	391,488	–7.9%	6,394,000	6,323,000	6,316,000	6,289,000	–1.6%
Injuries	121,832	112,292	112,484	105,555	–13.4%	3,189,000	3,033,000	2,926,000	2,889,000	–9.4%
Fatalities	1,382	1,328	1,279	1,283	–7.2%	41,945	42,116	43,005	42,643	1.7%
VTM* (MI=Billions US=Trillions)	94.9	96.5	98.2	100.2	5.6%	275	278	283	288	4.7%
Fatality Rate (Per 100m VTM)	1.46	1.38	1.30	1.28	–12.1%	1.53	1.51	1.51	1.48	–3.3%
Alcohol-Related Fatalities	515	504	463	442	–14.2%	17,380	17,448	17,524	17,013	–2.1%
Alcohol-% of Total Fatalities	37.3%	38.0%	36.2%	34.5%	–7.6%	41.4%	41.4%	40.7%	39.9%	–3.7%
Large Truck Fatalities	172	129	151	122	–29.1%	5,282	5,082	4,939	4,986	–5.6%
Pedestrian Fatalities	166	159	173	169	1.8%	4,763	4,882	4,851	4,749	–0.3%
Motorcycle Fatalities	78	90	82	76	–2.6%	2,879	3,181	3,276	3,661	26.4%

*VTM = Vehicle Miles Traveled

Source: Michigan Traffic Crash Facts

Source: National Highway Traffic Safety Administration

Michigan Crash Changes in 2003

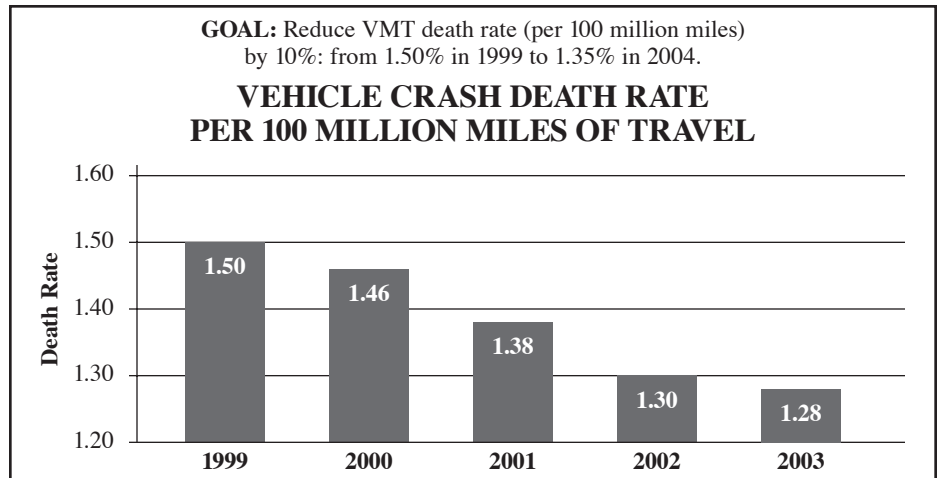
2002 to 2003		
TRAFFIC CRASHES	395,515	391,485
FATAL CRASHES	1,175	1,172
ALCOHOL FATALITIES	422	399
TRAFFIC INJURIES	112,484	105,555
PEDESTRIAN FATALITIES	173	169
YOUNG DRIVER (16–19) FATALITIES	233	213

2002 to 2003		
TRAFFIC FATALITIES	1,279	1,283
OLDER DRIVER (+65) FATALITIES	212	246
BICYCLIST FATALITIES	20	32

2002 to 2003		
REPORTED UNRESTRAINED FATALITIES	107	107

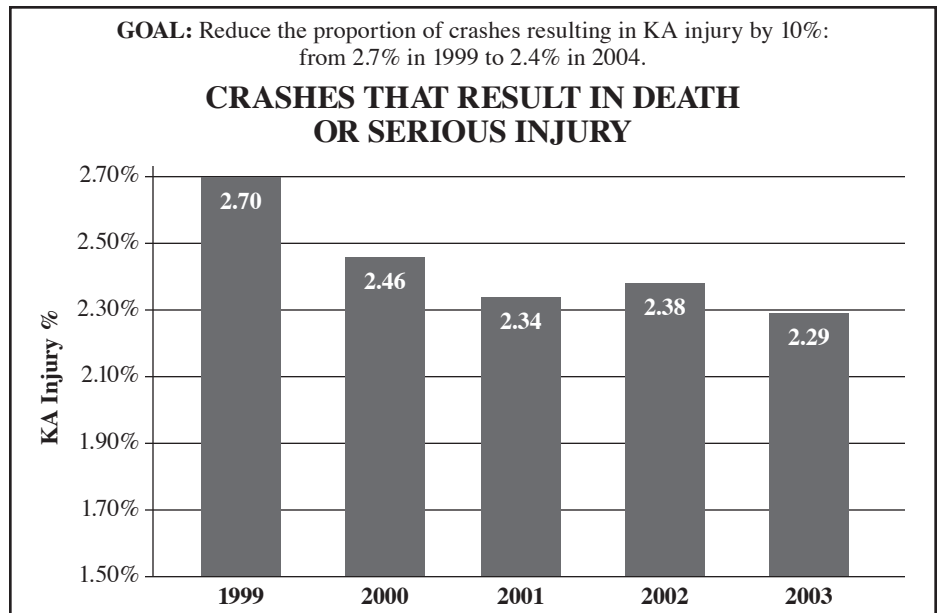
VEHICLE CRASH DEATH RATE ▼

The death rate per 100 million miles of travel has decreased to 1.28 in 2003, well below 2004's target of 1.35 and the national average of 1.50 per 100 million miles of travel. OHSP has adopted a goal of 1.00 deaths per 100 million miles of travel by 2008, in accordance with the national goal.



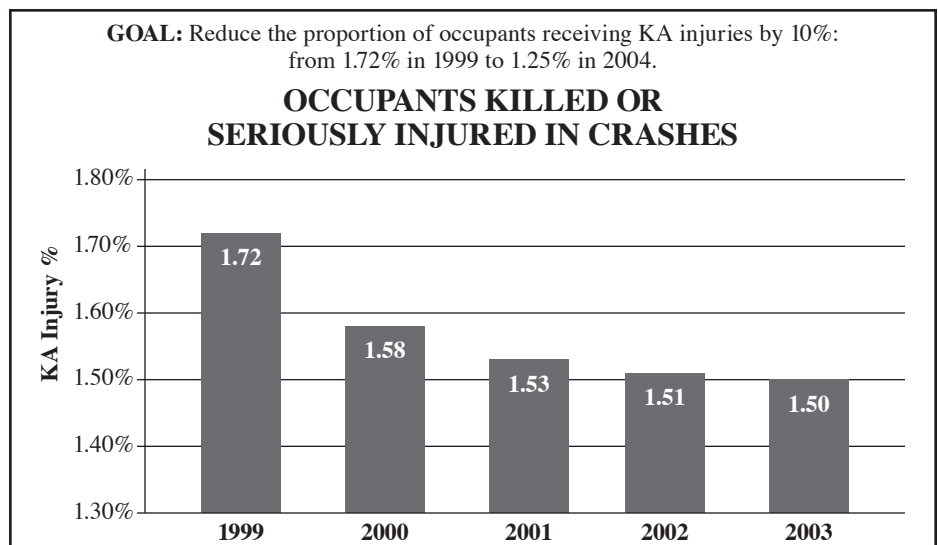
CRASHES THAT RESULT IN DEATH OR SERIOUS INJURY ▼

In 1999, 2.70 percent of all crashes resulted in death or serious injury. By 2003 that percent decreased to 2.29 percent which surpassed the goal of 2.40 percent. OHSP has adopted a goal of further reducing this to 2.06 percent by 2008.



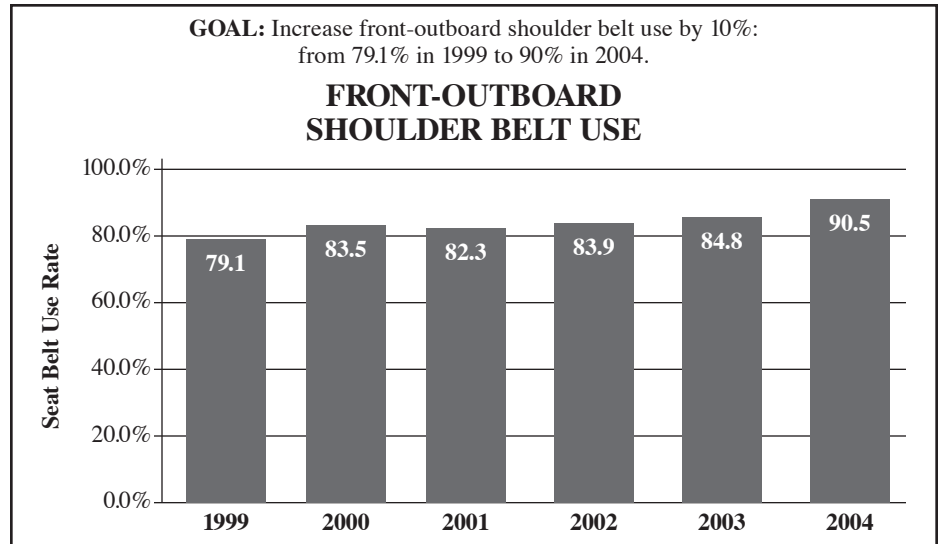
OCCUPANTS KILLED OR SERIOUSLY INJURED ▼

The proportion of occupants who experience a fatal or serious injury reflects the impact OHSP programs have on improving crash survivability. In 1999, the proportion was 1.72 per 100 crash-involved persons. By 2003, this rate had dropped to 1.50 percent. This remains short of the official goal of 1.25 percent, despite reaching the state's goal with respect to KA crashes. For FY2005, OHSP has adopted a 2008 target of 1.35 percent.



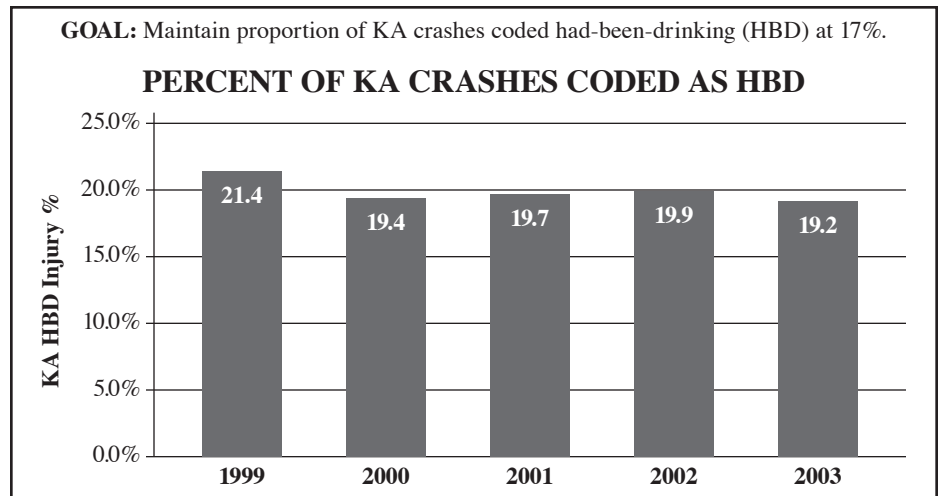
FRONT-OUTBOARD SHOULDER BELT USE ▼

The single most effective way to reduce the probability of being killed or seriously injured in a traffic crash is to wear a safety belt. Promoting safety belts remains a focus of OHSP activity and was the top priority for the summer of 2004. At the end of the summer, Michigan had increased safety belt use by more than five percent and exceeded its goal of 90 percent in 2004. This goal has been updated to 93.3 percent by 2008.



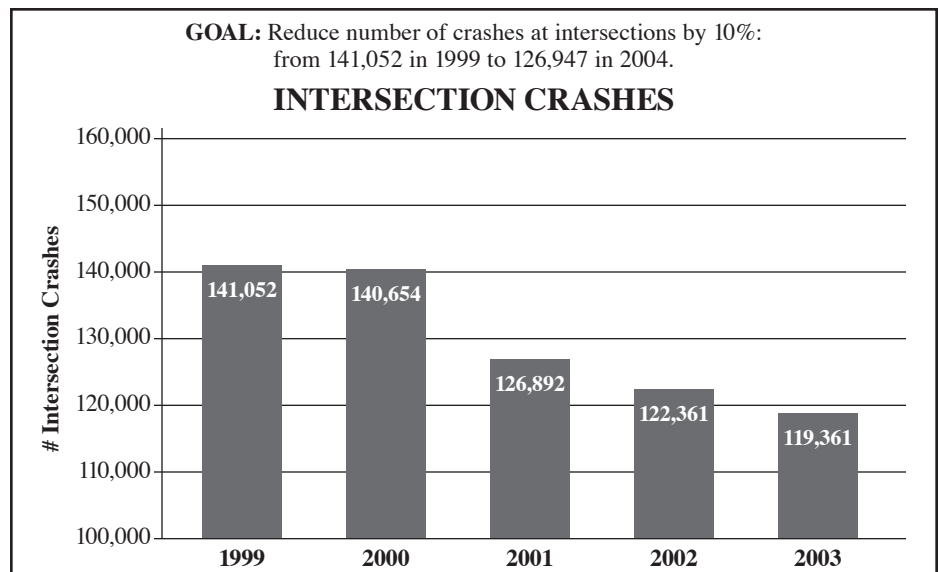
KA CRASHES CODED AS HBD ▼

In 2003, Michigan exceeded the mark set in 2000, reaching 19.2 percent alcohol involvement in fatal and serious injury crashes. This does not fulfill the stated goal of “maintaining” the 17 percent involvement rate, a rate that Michigan had not achieved when the goal was set. OHSP’s 2008 goal is to reduce this rate to 17.3 percent.



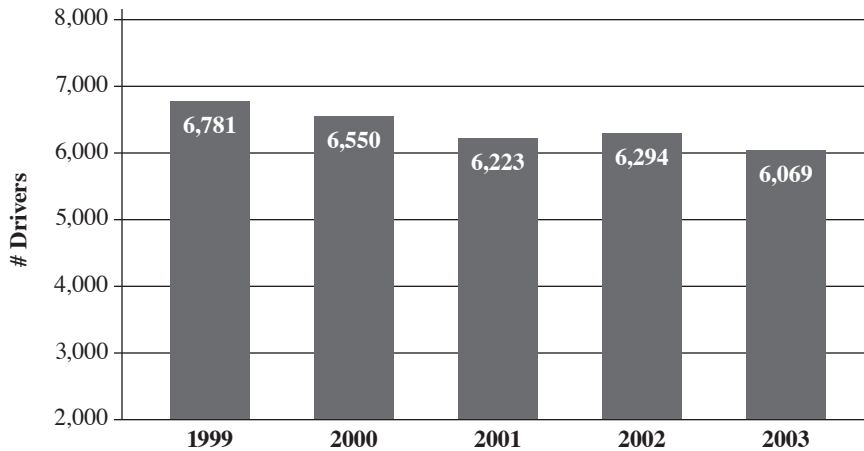
INTERSECTION CRASHES ▼

Since 1999, there has been a 13 percent decrease in crashes occurring at intersections, and the 2004 goal has been exceeded for three years. OHSP has been involved in numerous activities in this area including a Road Improvement Demonstration Project and development of an Intersection Safety Action Plan. There has also been significant progress in locating crash data, which may have somewhat reduced the number of crashes coded as “at intersections.” Michigan is re-targeting this goal as fatal and serious injury intersection crashes for FY2005, rather than all intersection crashes, with a goal of 2,651 by 2008 (down from 2,946 in 2003).



GOAL: Reduce the number of drivers in KA crashes where unsafe driving behavior is cited as the hazardous action by 10%: from 6,781 in 1999 to 6,103 in 2004.

NUMBER OF DRIVERS INVOLVED IN KA CRASHES WITH "MOST HAZARDOUS ACTION" CODED AS UNSAFE DRIVING BEHAVIOR

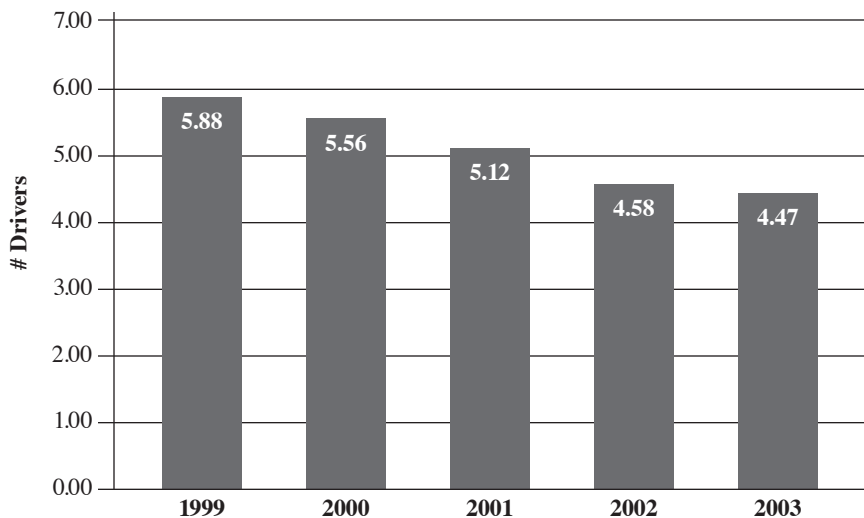


DRIVERS INVOLVED IN "HAZARDOUS ACTIONS" KA CRASHES ▼

Unsafe driving behaviors include speeding, failure to yield, violating a traffic control, passing improperly, and failing to leave a clear distance between vehicles. OHSP continues to implement and support a variety of programs aimed to reduce the occurrence of these types of behaviors and ultimately reduce the number of KA crashes as a result. Increased law enforcement visibility, teen educational programs, and increased media advertising have contributed to the decrease in these crashes since 1999. Returning to a downward trend after 2002's increased number of injury crashes, 6,069 is below the goal of 6,103.

GOAL: Reduce the KA crash rate per 1,000 licensed drivers for males 16–20 by 25%: from 5.88% in 1999 to 4.41% in 2004.

KA CRASH RATE PER 1,000 LICENSED DRIVERS: MALES 16–20

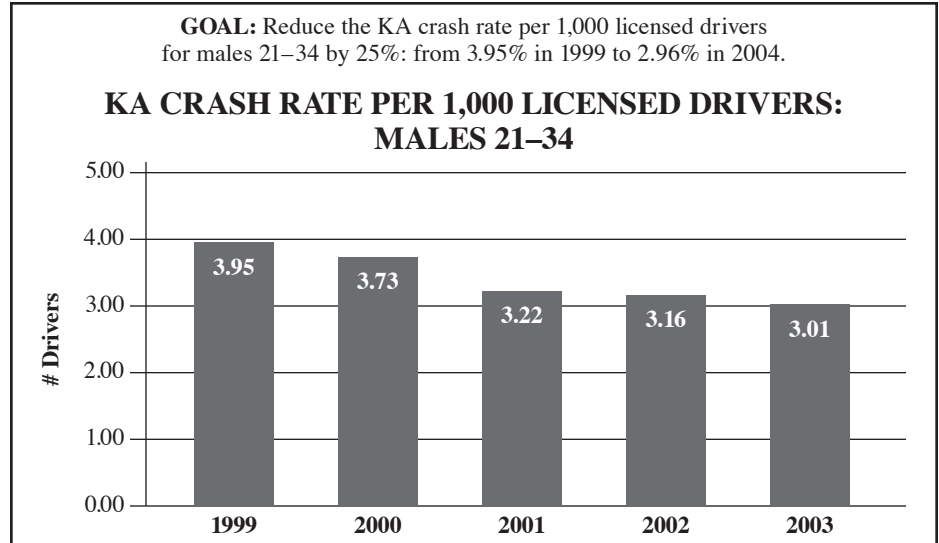


MALE DRIVERS AGE 16–20 KA CRASH RATE ▼

Young men have a higher crash rate per licensed driver than any other group. A combination of inexperience and high risk-taking behavior leads all too frequently to severe crashes. Many OHSP programs specifically address this group. 1999–2003 also saw the implementation of graduated drivers' licensing. Since 1999, the KA crash rate per 1,000 licensed drivers (males 16–20) decreased by 24 percent, from 5.88 to 4.47. This is just short of OHSP's goal of 25 percent. In setting goals for FY2005, OHSP will be measuring progress on young men in two areas: safety belt use 16–30 (to increase from 75.6 percent in 2003 to 83.2 percent in 2008) and the rate of HBD-KA crashes per 1,000 licensed drivers (males 16–20) (to decrease from 0.548 in 2003 to 0.494 in 2008).

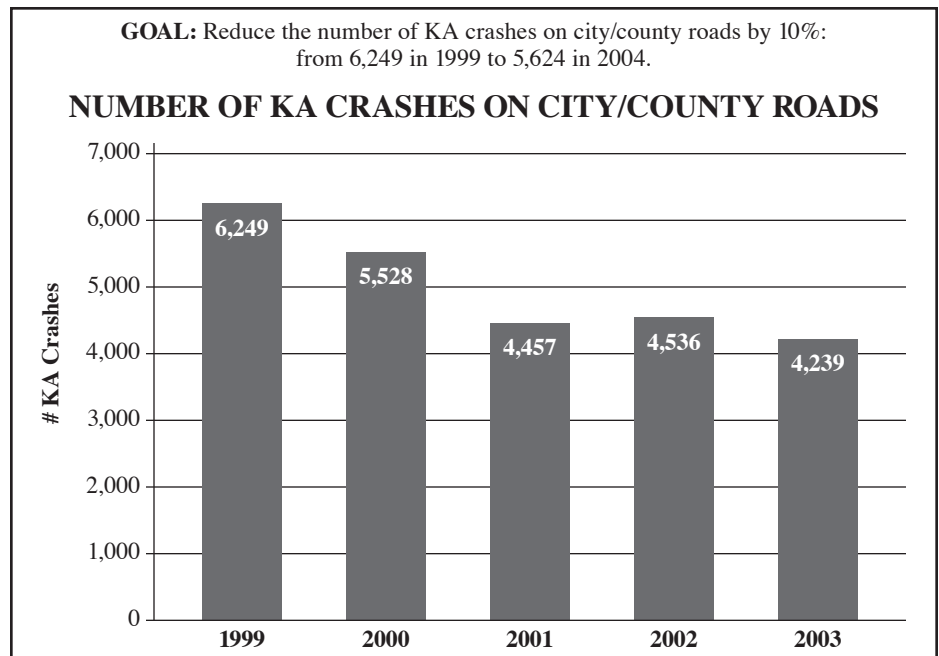
MALE DRIVERS AGE 21–34 KA CRASH RATE ▼

Second only to 16–20-year-old males, this group has the highest crash rate per 1,000 licensed drivers. Moreover, crashes involving drivers from this group represent the largest total number of KA crashes of all age and gender subgroups. Each of the specific enforcement programs conducted and described earlier impact this target group as well. Since 1999, KA crashes per 1,000 licensed drivers in this group have also decreased by 24 percent, from 3.95 to 3.01.



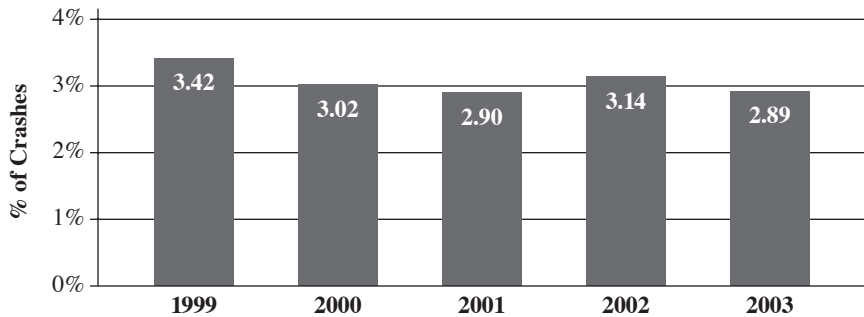
KA CRASHES ON CITY/COUNTY ROADS ▼

Achieving this goal in year 2000 and maintaining a positive downward trend is a result of targeting enforcement, education and engineering activities on city and county roads where a majority of the crashes and associated injuries occur. It is also likely that recent improvements in identifying crash locations has decreased this number. OHSP's 2008 goal is to continue reducing this number, to 3,815 by 2008.



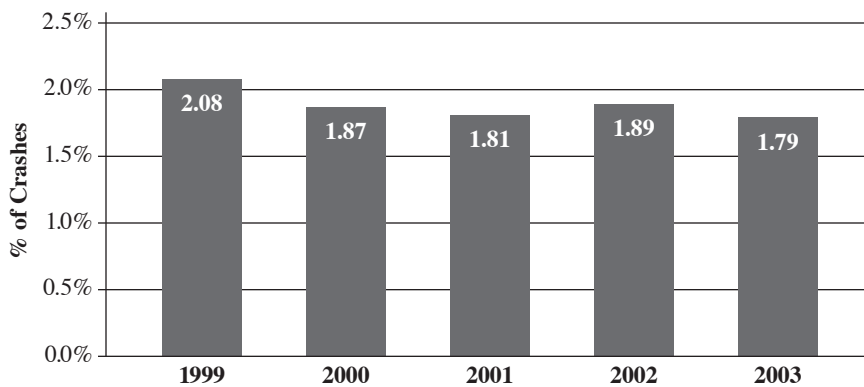
GOAL: Reduce the percentage of crashes resulting in KA injury (Memorial Day–Labor Day) by 10%: from 3.42% in 1999 to 3.08% in 2004.

**PERCENT OF CRASHES RESULTING
IN KA INJURIES: MEMORIAL DAY–LABOR DAY**



GOAL: Reduce the percentage of occupants receiving KA injury (Memorial Day–Labor Day) by 10%: from 2.08% in 1999 to 1.87% in 2004.

**PERCENT OF CRASH-INVOLVED OCCUPANTS
RECEIVING KA INJURIES: MEMORIAL DAY–LABOR DAY**



MEMORIAL DAY THROUGH LABOR DAY KA INJURY RATE—DRIVERS AND OCCUPANTS ▼

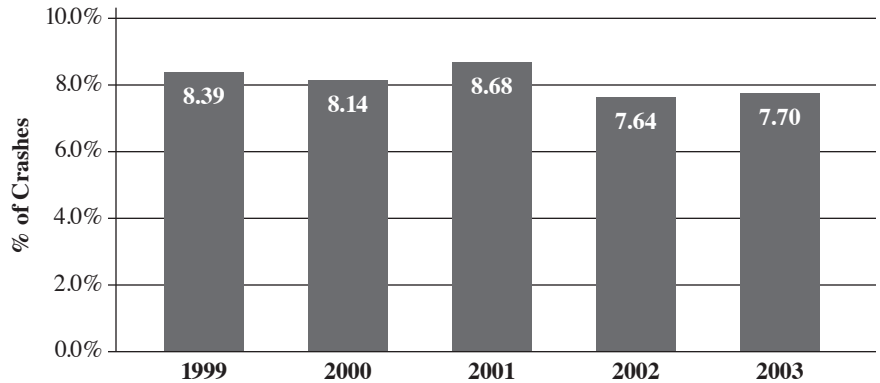
The Memorial Day to Labor Day period is a time of high travel, good weather, and three national holidays. As recreational travel increases, the probability and severity of crashes shows an upward trend. Good weather is related to higher travel speeds which are in turn related to more significant injuries when a crash occurs. OHSP targets this time with the most intensive enforcement and media efforts. Since 1999, OHSP has seen significant decreases in holiday fatalities and in the severity of summer crashes. OHSP has met the goals of 3.08 percent crashes resulting in KA injuries and 1.87 percent of crash-involved vehicle occupants receiving KA injuries for three of the past four years.

CRASH-INVOLVED OCCUPANTS AGE 0–15 THAT EXPERIENCE KA INJURIES ▼

The achievement of this goal rests primarily on appropriate safety belt and child restraint use. In Michigan, a statewide Child Passenger Safety plan has been developed and five priority issues identified. Restraint use amongst children remains high, but proper use of child restraints has been consistently problematic. KA injuries to crash-involved vehicle occupants age 0–15 decreased by 8 percent from 1999–2003, from 8.39 percent to 7.70 percent. The goal was a 10 percent reduction. For FY2005, OHSP has re-targeted this measure more specifically at injuries caused by non-use of child restraints, measuring restraint use by crash-involved KAB-injured children ages 0–8, with a goal of increasing this from 78.3 percent in 2003 to 86.1 percent in 2008.

GOAL: Reduce the percentage of **occupants** age 0–15 receiving KA injury by 10%: from 8.39% in 1999 to 7.55% in 2004.

PERCENT OF CRASH-INVOLVED OCCUPANTS AGE 0–15 RECEIVING KA INJURIES

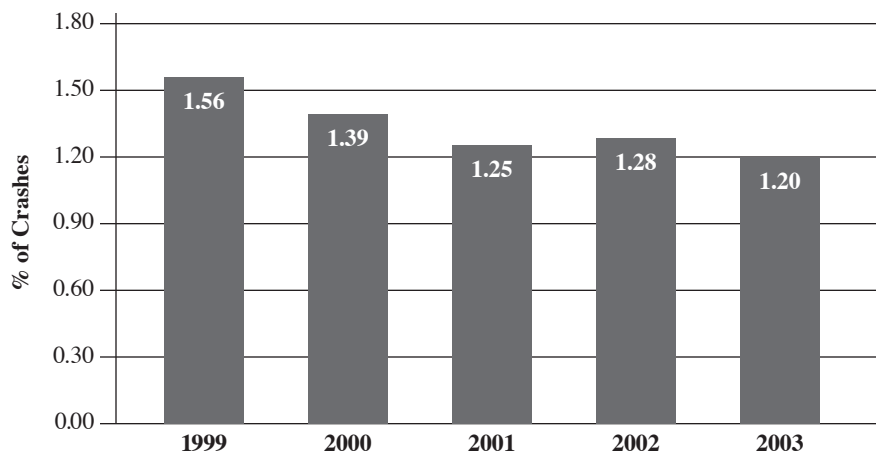


LICENSED DRIVERS AGE 70+ KA CRASH RATE ▼

Elderly drivers have lower than average rates of crash involvement but higher than average rates of fatal and serious injuries in crashes. This segment of the population is also expected to double in the next 20 years, making elderly drivers an important challenge for traffic safety. Since 1999, the KA crash rate per 1,000 licensed drivers (age 70+) has decreased 23 percent, from 1.56 to 1.20. This far exceeds the goal of 10 percent improvement. OHSP has not set a quantitative goal for this area for FY2005, focusing the goals on areas currently seeing larger problems.

GOAL: Reduce the KA crash rate per 1,000 licensed drivers (age 70+) by 10%: from 1.56% in 1999 to 1.40% in 2004.

KA CRASH RATE PER 1,000 LICENSED DRIVERS: AGE 70+



Occupant Protection

EVALUATION ▼

Section 402

Funding for this activity has been redirected.

PUBLIC INFORMATION AND EDUCATION ▼

Section 402

Funding for these activities has been redirected.

CHILD PASSENGER SAFETY EDUCATION AND TRAINING ▼

Section 2003(b)

GOAL

Support child passenger safety (CPS) education and training for law enforcement, health care providers, and the public.

SUMMARY OF ACTIVITY AND RESULTS

The OHSP funds a position with the Michigan Department of Community Health (MDCH) to support a full-time project manager to coordinate child passenger safety activities and training throughout Michigan.

A goal of this year's training program was to train Michigan hospital staff in CPS. MDCH hosted three National Highway Traffic Safety Administration CPS courses in Lansing, Marquette, and Holland for hospital staff, resulting in sixty-nine people trained and certified as CPS technicians.

A hospital car seat discharge policy program for newborns was initiated in nearly twenty Michigan hospitals by MDCH. This task was more labor intensive than anticipated, so as a result, only three of the twenty hospitals completed and implemented a discharge policy in FY2004. MDCH will continue working with the remaining hospitals in FY2005.

Child safety seat and booster seat information was disseminated to Safe Kids Coalitions and chapters, media, businesses, faith-based groups, school officials, law enforcement, local public health departments, medical agencies, parents, caregivers, and others as requested. A CPS roll call training video for law enforcement was planned but production was postponed due to pending booster seat legislation.

Training and event information was collected weekly and placed on the Michigan SAFE KIDS Coalition web site. Quarterly CPS instructor meetings updated instructors on CPS training issues and the certification process.

A booster seat radio public service announcement, developed in the prior fiscal year, continued to be aired during the first quarter of the fiscal year. Nearly 1,300 booster seat brochures were ordered as a result of the media campaign. Nearly 160 radio stations aired 5,870 booster seat ads. For a handling and coordination fee to the Michigan Association of Broadcasters of \$22,300, it generated donated airtime valued at \$266,600.

A newly formed Michigan CPS Coalition met quarterly to discuss and implement ways to improve booster seat use. MDCH also participated on a committee for Family and Group Day Care Homes to represent CPS issues in this setting.

SAFETY BELT EVALUATION AND TRAINING ▼

Section 405

GOAL

Provide safety belt use rates on a county or community basis.

SUMMARY OF ACTIVITY AND RESULTS

The University of Michigan Transportation Research Institute (UMTRI) developed a safety belt survey training program for local communities for use as part of the safety belt survey training. UMTRI developed and provided a customized safety belt survey for Genesee, Monroe, Macomb, Oakland, Livingston, Ottawa, Wayne, Saginaw, Calhoun, and Kalamazoo counties.

The training was held in spring 2004 and included an explanation of the survey process as well as a field exercise to provide hands-on knowledge on how to conduct safety belt surveys. Localized media releases were disseminated following the training to publicize this activity. Evaluations indicated the training was beneficial and would help with future safety belt surveys.

OHSP conducted a follow-up evaluation in September 2004 to determine how many of the counties have conducted safety belt surveys, the results of the surveys conducted, and how the results are being used. The survey responses revealed five of the agencies that attended the training course had actually conducted safety belt surveys in their communities following the training. Most of the remaining counties were unable to conduct the surveys due to staffing shortages. OHSP will continue to promote the availability of technical assistance to agencies that are interested in conducting safety belt surveys in their communities in the future.

PROMOTE SAFETY BELT USE ▼

Section 405

GOAL

Address safety belt use through different means, including comfort and fit, high school and college age drivers and passengers, and partnerships and traffic safety advocates.

SUMMARY OF ACTIVITY AND RESULTS

Questions arose regarding the need to address the safety belt comfort and fit issue. OHSP decided not to pursue this activity in FY2004. The funding was reprogrammed.

OHSP supports a program to recognize people who were “saved by the belt” during a traffic crash. However, few people are currently nominated for this program. During a fall meeting with law enforcement, there was little interest in reviving the “Saved by the Belt” program. Without strong support from law enforcement, OHSP decided not to pursue this program in FY2004. The funding was reprogrammed.

Student Leadership Services (SLS) coordinated a high school safety belt challenge program to encourage young drivers and their passengers to buckle up. SLS developed the program “Click It Now...More Than Ever: The Most Fashionable Belt You Will Use” along with a safety belt challenge manual, which was mailed to 600 high schools. The program was kicked off and highlighted at their annual conference in November 2003. SLS held five regional meetings that featured the high school belt challenge.

Approximately 150 schools signed up to participate; however, less than 30 percent have actually reported their results. Preliminary pre- and post-safety belt surveys show an increase in the safety belt usage rates for the schools. Several of the schools have achieved 95 percent safety belt use.

DIVERSITY PROGRAM SUPPORT ▼

Section 405

GOAL

Support a safety belt program for Detroit through the Neighborhood City Halls.

SUMMARY OF ACTIVITY AND RESULTS

The Traffic Safety Association of Michigan (TSAM) developed a safety belt program customized to increase the safety belt use in the City of Detroit. Detroit is the state’s largest city and has historically had a belt use rate lower than the statewide average. TSAM worked with Detroit’s Neighborhood City Halls structure, which consists of ten Detroit communities, including the Mayor’s office. Other partners, such as State Farm Insurance, AAA Michigan, the City of Detroit, and Detroit Receiving Hospital’s University Health Center, all supported the program with local funding or in-kind services. TSAM worked with a public relations contractor to deliver culturally appropriate and identifiable safety belt messages for the diverse populations within the City of Detroit.

The slogan “Buckle Up Detroit” was used on various public information pieces, such as banners, t-shirts, posters, pencils,

yard and business signs, door hangers, bus panels, billboards, and radio public service announcements. Many of the items were distributed in English, Spanish, and Arabic.

TSAM and the Detroit Neighborhood City Halls staff attended community events on a weekly basis from May through September to promote the “Buckle Up Detroit” campaign and disseminate safety belt materials. A kick-off media event was held in May to introduce the program to Detroit. In June, a *Buckle Up Dad Day* at Detroit churches took place, where the church pastors were asked to include a safety belt message in their Father’s Day sermons. July and August consisted of community activities such as a *Buckle Up with Pastor Day* for area churches and four Neighborhood City Hall rally events held in the city. TSAM worked with the Detroit Public Schools, private driving school companies, and the Detroit Summer Job Program to promote the safety belt message to students. A back-to-school “Buckle Up Detroit” march was held in September, with nearly 2,000 students and community traffic safety advocates. The march reiterated to students, parents, and the community the importance of wearing safety belts.

Pre- and post-safety belt observation surveys were conducted to evaluate the program. The pre-survey safety belt use rate was 68.2 percent. The post-survey safety belt use rate was 77.3 percent—a 9.1 percent increase in safety belt use in the ten Neighborhood City Hall areas. This is a significant achievement for the City of Detroit, which lies in Wayne County—a traditionally low belt use area of the state and ultimately contributed to the state’s 90 percent rate.

PROGRAM SUPPORT ▼

Section 157 Innovative

GOAL

Support community efforts to deliver a culturally appropriate and identifiable safety belt message for diverse populations in Wayne County.

SUMMARY OF ACTIVITY AND RESULTS

The Traffic Safety Association of Michigan (TSAM) hired a part-time assistant in April to work on the various traffic safety objectives. This position assisted with coordinating the Detroit Neighborhood City Hall initiative as well as other activities conducted to deliver the safety belt message.

Alcohol/Impaired Driving Prevention

PUBLIC INFORMATION AND EDUCATION ▼

Section 402

Funding for this task was eliminated; adequate funds for promoting awareness of the state's .08 drunk driving law were available in a separate task.

IMPLEMENTING PRIORITY STRATEGIES ▼

Section 402

GOAL

Continue implementing three priority strategies identified at the Michigan Alcohol Forum held in 2002: server issues, treatment, and youth.

SUMMARY OF ACTIVITY AND RESULTS

Server/Recreational Vehicle Group:

The initial strategy to address the server issue was to develop and distribute a resource packet for special event organizers (i.e., fairs and festivals) to provide education on Michigan alcohol laws and provide tips for ensuring a safe and legal event. This strategy was not conducted due to lack of participation in the project by several key stakeholders.

The focus of the project changed to the issue of drivers, who after a day of recreation chose to drive impaired. These would include impaired boaters, outdoor recreational vehicle enthusiasts, and snowmobilers. In Michigan, approximately fifty percent of roadway snowmobile deaths are attributed to alcohol impairment, along with twenty percent of ORV roadway deaths being attributed to alcohol impairment.

This new project is designed to educate snowmobilers, ORV users, and boaters about the hazards and penalties associated with drinking and driving recreational vehicles after a day spent on the beach or on the trails. OHSP is working in partnership with the Michigan Beer & Wine Wholesalers Association (MBWWA) to develop an anti-drinking and boating/riding message. To meet this challenge, the message targets the time when people are using their boats, but also the critical period after people consume alcohol on their boats, when they are impaired as they leave the waterway and enter the roadway.

Working with a public relations firm, focus group testing was completed in Southfield, Grand Rapids, and Gaylord. The focus groups were used to determine what types of messages and themes appeal most to the 18–55 male demographic, as this group has the highest use of recreational vehicles. Message development is close to completion and dissemination of campaign materials such as posters and brochures is slated for 2005.

Treatment Group:

The treatment committee priority strategy is to work with the Michigan Association of Substance Abuse Coordinating Agencies (MASACA) to serve as the facilitator in the devel-

opment and coordination of regional trainings attended by substance abuse treatment specialists, probation officers, and other court personnel. The trainings provided treatment and criminal justice communities information on how to integrate their respective systems together. This pilot project worked toward strengthening communication and removing administrative barriers that exist between the two systems in probation and treatment of those convicted of drunk driving.

This is the final year of a two-year grant. Two full-day workshops were held in Genesee and Ottawa counties, providing training to thirteen people. Two technical workshops, built on the first year's training, provided thirty-eight people with follow-up training. Participants received certificates for successfully completing thirteen hours of cross-training in criminal justice and substance abuse treatment.

The second goal was to use an eco-mapping technique to help participants identify resources within their geographic locations. Each group was able to identify community-based resources within their cities, townships, and counties including satellite locations as a result of their training and were encouraged to make contact with these other groups. Examples of resources included other treatment/counseling agencies, local hospital(s)/medical clinics, religious organizations/spiritual counselors, emergency services, senior citizens services/resources, and local community mental health agencies serving children and/or adults. Once these resources were identified, it was recommended that letters of introduction be sent. This would begin to open doors to networking and establishing new working relationships within the community. The letter would also be a beginning to introducing their agency to the community who may not be aware of all that the criminal justice and substance abuse treatment environment has to offer.

Youth Group:

The youth group is working to initiate relationships between schools, law enforcement, and the judicial community to develop a coordinated strategy to address underage drinking.

Due to other initiatives identified as a higher priority (i.e., passing of the new minor in possession (MIP) law), no activity took place this fiscal year. Several members of the youth group assisted in providing input to strengthen the MIP law.

JUDICIAL TRAINING ▼

Section 402, 410

GOAL

Provide training for the judicial community on traffic safety issues related to impaired driving.

SUMMARY OF ACTIVITY AND RESULTS

The annual judicial conference was held during March in Lansing. The Michigan Judicial Institute devoted two workshops to traffic issues including a Secretary of State update on new driver responsibility fees and a summary of the statewide

abstract of convictions for both the district and circuit courts. This session was attended by forty-three district and circuit court judges. The second traffic issue workshop addressed the topic of search and seizure of a motor vehicle, focusing on court-police relationships, Fourth Amendment rights, search warrants, statute, court rules and case law. This session was attended by 164 district, circuit, and probate judges.

Traffic safety training was provided to more than 400 judges, probation officers, and others as part of Michigan Association of Drug Court Professionals (MADCP) annual conference in February. The conference devoted a plenary session, two complete workshops, and part of a third workshop to traffic safety issues such as underage drinking and driving, creation and administration of DUI courts, and incentives and sanctions for the DUI/drug court participant.

Learning Center Interactive Computer-Based Program—Consequences of Drinking & Driving:

The Michigan Judicial Institute directed the creation of an interactive computer program to be used by children in grades 4–12. An advisory committee consisting of the Michigan State Police, OHSP, the Michigan Judicial Institute, and the Michigan Association of District Court Magistrates met in late spring. Their goal was to outline information the interactive software should display and to provide the complete process someone charged with drunk driving goes through, from arrest to conviction. Children have the opportunity to make decisions in the arrest and sentencing of a drunk driver and learn about the consequences of drinking and driving. The creation of the drunk driving interactive software is complete and is currently open for use by visitors to the Learning Center at the Michigan Hall of Justice.

YOUTH ALCOHOL LIAISONS FOR CRIMINAL JUSTICE PARTNERS ▼

Section 402

GOAL

Support prosecutors and judges who will act as youth alcohol liaisons to educate prosecutors on enforcement programs and legal updates.

SUMMARY OF ACTIVITY AND RESULTS

Through OHSP's grant with the Prosecuting Attorneys Association of Michigan (PAAM), the Traffic Safety Training Attorney has specially trained several law enforcement officers, prosecutors, and judges focused on youth alcohol issues, including enhancements to Michigan's Minor In Possession Law (MIP), which took effect September 1.

The Traffic Safety Training Attorney provided technical assistance to prosecutors and state, county, and local law enforcement agencies that have youth alcohol enforcement grants. During the summer months, the Traffic Safety Training Attor-



A Lansing Catholic Central student uses an interactive computer program that displays the process someone charged with drunk driving goes through, from arrest to conviction. The program was created through the Michigan Judicial Institute.

ney met with the prosecutors of grant-funded counties to inform them of the changes in the MIP law.

Important changes in the law include the following:

1. The definition of being “in possession of alcohol” now explicitly includes blood alcohol content (BAC).
2. Judges have been given discretion to use jail time when a youth has a prior MIP conviction AND fails to complete any treatment, screening, or community service activities ordered by the court or fails to pay any fine.
3. A first-time offender has the option of not having a misdemeanor record if he/she completes probation requirements.
4. A Secretary of State system for tracking first-time offenders of the Michigan MIP law and comparable local ordinances will be set up.
5. Nineteen and twenty-year-olds who consumed alcohol legally have the option to use this as an affirmative defense.

EVALUATION ▼

Section 402

GOAL

Support an evaluation of the Michigan Coalition to Reduce Underage Drinking (MCRUD) program and network.

SUMMARY OF ACTIVITY AND RESULTS

The University of Michigan Transportation Research Institute conducted an analysis of MCRUD activities and objectives for years 2001–2003. The report includes an assessment of how well-known the MCRUD program is among the youth alcohol substance abuse prevention community and by the general public. Comparison of proposed and completed activities shows that, with few exceptions, most proposed activities

were carried out. A survey of organizations and agencies involved in youth and alcohol prevention programs indicates that the majority of respondents are familiar with the MCRUD program and are satisfied with their interactions with the organization. Questions on a statewide survey of Michigan adults indicates that 35 percent of Michigan adults recognize the name MCRUD. Suggestions for improvement of the MCRUD program include submission of an annual report, more comprehensive reporting of small grants awarded by the MCRUD program, web site improvement, and the development and application of a program to evaluate MCRUD's effectiveness in reducing underage drinking.

PUBLIC INFORMATION AND EDUCATION/BAC LEVELS ▼

Section 410

GOAL

Increase awareness of the risk of drunk driving and educate the public regarding Michigan's blood alcohol concentration levels.

SUMMARY OF ACTIVITY AND RESULTS

At the beginning of the fiscal year, a significant change took place in the state's drunk driving law. Materials regarding Michigan's new .08 blood alcohol content (BAC) drunk driving law were developed with assistance from several state departments and traffic safety advocates. Information was distributed via posters, brochures, billboards, and through radio and television public service announcements (PSAs).

Significant time was devoted to encouraging the airplay of the PSAs when the new law went into effect at the end of 2003. This resulted in twenty-two different radio and cable stations airing the video spot. It is estimated airplay was valued at \$126,010. Another seventy-six radio stations aired the PSA. However, because it was a PSA, it was impossible to document the number of times it aired or the value of these unpaid spots.

In addition, statewide drunk driving crackdowns in December 2003 and July 2004 were used to highlight and reinforce the recent change to the state's drunk driving law. A separate initiative focused on drunk driving enforcement over the St. Patrick's Day holiday in the spring.

As a result, media have expressed a continuing interest in the impact and effect of the law on the state's drunk driving arrests and fatalities.

PROSECUTOR AND LAW ENFORCEMENT TRAINING ▼

Section 410

GOAL

Provide training for prosecutors to assist with addressing drunk driving issues and continue the paperwork reduction project.

SUMMARY OF ACTIVITY AND RESULTS

PAAM's Traffic Safety Training Attorney participated in several national training seminars to promote Michigan programs and observe and evaluate the effectiveness of training programs elsewhere in the country. Based on observations, several features will be incorporated into future traffic safety training presentations and seminars.

A new electronic communication format was developed using a message group through the Yahoo! web site. It was set up to provide prosecutors and assistant prosecutors with current legal information as well as to provide a forum for discussion about cases, motions, and other legal issues.

During the fall, the Traffic Safety Training Attorney was asked to assist other trainers and staff from several state departments to train law enforcement officers on the issues of the new .08 BAC drunk driving law. Four training programs were developed and scheduled. Over 100 officers from numerous jurisdictions attended these courses.

As of September, approximately 1,300 law enforcement and adjudication professionals have attended PAAM traffic safety trainings in fifty-one separate workshops across Michigan. In all, nineteen different training classes and workshops have been offered to law enforcement and adjudication professionals in the four years that the PAAM traffic safety training program has been in existence. Of the 1,300 total students, 233 have attended more than one seminar since the PAAM traffic safety training program began in 2001.

In 2002, at the PAAM Annual Conference, a traffic safety survey was distributed. The results indicated:

- ▼ A third of the respondents were familiar with the traffic safety training program.
- ▼ A third of the respondents had attended one of the training programs.
- ▼ One third of the respondents found the training programs beneficial.
- ▼ A third of the respondents found that the training programs increased their awareness of traffic safety issues.
- ▼ One third of the respondents said the traffic safety program should be continued.

Class participants as a whole support and utilize the traffic safety training programs provided through the PAAM grant. New assistant prosecuting attorneys are constantly being hired throughout Michigan, and as this program is reaching maturity, prosecutors are taking advantage of the traffic safety training program and resources offered through the program on a large and consistent basis. This conclusion is based on the fact that the vast majority of Michigan's county prosecutors have elected to send at least one of their assistant prosecuting attorneys to one or more of the training workshops, and continue to do so year after year.

Drunk Driving Paperwork Reduction—Work continues on a plan to make the arrest process for a drunk driver both simpler and quicker for law enforcement officers. The law enforcement members of the paperwork reduction committee met in the spring. A rough draft for a standardized OWI police report was completed and is in the process of being redesigned. In addition, a computer software company was contacted to determine the possibility of designing a simple computer format for the project. Further discussions are pending.

STATEWIDE COALITION SUPPORT ▼

Section 410

GOAL

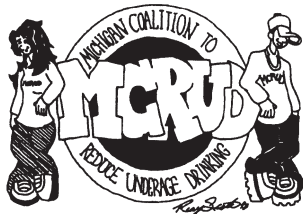
Support a statewide coalition to address underage drinking.

SUMMARY OF ACTIVITY AND RESULTS

MCRUD was formed in 1996 to assist individual and grassroots organizations in their efforts to reduce underage drinking in their community.

MCRUD's goals include:

- ▼ Provide a network for groups throughout Michigan to address underage alcohol use issues, share prevention program and resource ideas, and raise public awareness about the problem.
- ▼ Provide training and technical assistance to community groups that are addressing underage alcohol use.
- ▼ Provide grants for environmental change programs in Michigan to prevent underage alcohol use.
- ▼ Increase opportunities for youth to be significantly involved in underage alcohol prevention.
- ▼ Be active at the state and national level with public awareness and policy issues that will help reduce youth access to alcohol.



OHSP supports the MCRUD coordinator position. The coordinator supports regional coalition activities by attending meetings, sending out materials, and providing technical assistance to regional underage drinking prevention coalitions, grassroots organizations, and communities interested in making environmental changes regarding underage drinking. This coordinator has also assisted the MCRUD Steering Committee by providing

grants to grassroots organizations with Michigan Department of Community Health—Office of Drug Control Policy funding.

MCRUD awarded grants to more than twenty-five local coalitions or grassroots organizations to conduct underage drinking prevention activities. The focus of many of these grants was environmental change, which emphasizes limitations on access to alcohol; expressions of community norms against underage use; impaired driving prevention; and school-based prevention strategies.

STATEWIDE OUTREACH ▼

Section 410

GOAL

Conduct statewide public information, training, evaluation, enforcement, and adjudication activities.

SUMMARY OF ACTIVITY AND RESULTS

This task was created as a category to house additional 410 funding received from NHTSA during FY2004 that was spent in FY2004.

No activity at this time.

YOUTH ALCOHOL ENFORCEMENT ▼

OJJDP

GOAL

Support youth alcohol enforcement programs and conduct a youth alcohol enforcement meeting.

SUMMARY OF ACTIVITY AND RESULTS

Grant-funded youth alcohol enforcement activities took place in Allegan, Alpena, Bay, Delta, Dickinson, Emmett, Grand Traverse, Ingham, Isabella, Kent, Mackinac, Manistee, Marquette, Mecosta, Oakland, Ontonogan, Otsego, Ottawa, Sanilac, St. Clair, and Wayne counties. Grants are not funded on a competitive basis, but are selected through problem-analysis and statistics from the U.S. Census, the annual Drunk Driving Audit produced by the Michigan State Police, and Michigan traffic crash statistics.

During the nearly 1,000 hours of overtime funding in these counties, agencies made contact with nearly 800 people, dispersed 189 parties, and wrote 463 MIP tickets.

A youth alcohol enforcement grantee orientation meeting was held in January on how to use the new web-based online grant system. Grantees were also trained in the new portable breath tester and provided legal updates on youth alcohol issues and the new MIP law.

YOUTH ALCOHOL LIAISON AND TRAINING OFFICER ▼

OJJDP

GOAL

Support two youth alcohol liaison training officers to develop, implement, and provide training for youth alcohol grant programs.

SUMMARY OF ACTIVITY AND RESULTS

The law enforcement liaison program increases communication and facilitates a stronger partnership with law enforcement agencies and OHSP to promote traffic safety programs.

The youth alcohol liaisons work with underage alcohol enforcement grantees to assist in the administration of enforcement programs. They also train alcohol retailers, and regional MCRUD coalitions and the local community on proper identification, serving techniques, and other issues related to alcohol management.

PUBLIC INFORMATION AND EDUCATION ▼

OJJDP

GOAL

Develop materials for the criminal justice community, public, and youth regarding alcohol issues and communicate youth alcohol issues.

SUMMARY OF ACTIVITY AND RESULTS

New materials have been created to publicize youth alcohol enforcement efforts to educators, law enforcement, and members of the adjudication community. Publicizing these efforts will help to increase community support in the enforcement of underage drinking laws.

Courageous Persuaders is a partnership between an Oakland County judge and a Detroit-based advertising agency. It invites high school students to create a television commercial about the dangers of underage drinking. The commercials are targeted toward and judged by middle school students. The program incorporates fun, competition for scholarship money, trophies, and an invitation to a Hollywood-style awards banquet. In addition, the grand prize-winning commercial is broadcast on television.

The Courageous Persuaders program has grown dramatically from a single school district to a statewide program with thousands of participants. This year, more than 200 entries were received and judged by middle school students.

IRL...in real life is MADD's thirty-eight-minute multi-media school assembly program for Grades 7–12. *IRL* incorporates major motion picture clips, music video soundtracks, and sto-

ries of real young people to communicate with students via three large screens. The program seeks to:

- ▼ Encourage youth activism
- ▼ Show the consequences of underage drinking
- ▼ Demonstrate that teens have control
- ▼ Define friendship
- ▼ Promote good decision making

More than twenty assemblies took place and 12,000 students viewed the presentations. Before watching *IRL* 48 percent of the students had some knowledge about the consequences of underage drinking and five percent of the students had very little knowledge. After watching the show, 26 percent of the students said that they were less likely to start drinking now. Before watching the show, 23 percent of the students believed they had to drink alcohol to fit in. After viewing the show, 71 percent believed that they did not have to drink to fit in. This program helps teens understand the importance of making healthy choices and dispels myths such as “everyone is drinking.”

UNDERAGE DRINKING PREVENTION SUPPORT ▼

OJJDP

GOAL

Support a statewide coalition whose efforts are aimed at preventing underage drinking, high-risk drinking, and reducing alcohol-related traffic crashes on college campuses.

SUMMARY OF ACTIVITY AND RESULTS

The campus coordinator supports campus coalition activities by attending meetings, sending out materials, and providing technical assistance to colleges and grassroots campus organizations working to prevent underage and high-risk drinking on college campuses. The campus coordinator has also assisted the MCRUD Steering Committee by providing grants to college campus organizations with Michigan Department of Community Health—Office of Drug Control Policy funding.

MCRUD awarded several grants to campuses to conduct underage drinking prevention activities. The focus of many of these grants was environmental change, which emphasizes limitations on access to alcohol; expressions of community norms against underage use; impaired driving prevention; and school-based prevention strategies.

TEEN LEADERSHIP TRAINING ▼

OJJDP

GOAL

Provide training for the MCRUD Teen Leadership Team (TLT) on leadership skills and underage drinking issues.

SUMMARY OF ACTIVITY AND RESULTS

No TLT trainings took place this year.

403 MEDIA AND LAW ENFORCEMENT ACTIVITIES ▼

Section 403

GOAL

Reduce the number of drunk driving crashes, deaths, and injuries through paid advertising and publicized, weekly high-visibility enforcement to increase the perceived risk of being detected and arrested for drunk driving.

SUMMARY OF ACTIVITY AND RESULTS

A thirty-month pilot program of weekly alcohol enforcement ended in November 2003. The goal was to enhance public awareness of increased weekly alcohol patrols through media

releases and additional enforcement. The project achieved several notable goals during the demonstration period: 120 weeks of consecutive alcohol enforcement and several hundred media releases were sent to local daily and weekly newspapers. However, media coverage was not consistent. Enforcement that centered on specific events or holidays, like the Super Bowl, St. Patrick's Day, and NASCAR races, received the best coverage. There was definitely media "burnout" of ongoing drunk driving enforcement in some areas. Finally, over 300 law enforcement agencies in the state agreed to increase the number of alcohol patrols in response to OHSP spearheading this grant.

In addition, the perception that police are arresting more people for drunken driving increased among the target demographic of young males 18–34 years from 30 percent to 52 percent during the thirty-month program. Young males surveyed in Michigan also have an increased perception of special efforts by police to arrest drunk drivers, up from 20 percent to 34 percent during the same time period.

Police Traffic Services

LAW ENFORCEMENT LIAISONS

Section 402, 405 and 157 Innovative

GOAL

Support the law enforcement liaison program.

SUMMARY OF ACTIVITY AND RESULTS

The law enforcement liaison program increases communication and facilitates a stronger partnership with law enforcement agencies to promote traffic safety programs on behalf of OHSP.

The state is organized in six regions with a law enforcement liaison assigned to each region.

Eighty percent of Michigan's law enforcement agencies signed up to participate in the Law Enforcement Challenge in 2004 due to the diligence of the law enforcement liaison team. Of these agencies, 74 percent reported participation in at least one mobilization and 34 percent participated in all four Challenge mobilizations. The liaison team will be soliciting greater reporting and participation in FY2005.

To increase the visibility of safety belt enforcement, the liaison team was charged with expanding the enforcement zone program pilot-tested in May to include twenty counties in November.

The law enforcement team was also instrumental in developing a plan to enhance plans to ensure Michigan reached 90 percent safety belt use by the end of 2004. In addition to increasing the funding for the Drive Michigan Safely Task Force to conduct safety belt enforcement zones over the Memorial Day mobilization, a Labor Day enforcement mobilization was created and funding was provided to conduct enforcement zones during that time as well.

To have the maximum impact on statewide safety belt use, the liaison team oversaw the expansion of enforcement zones to counties where there was a high population or a high influx of tourist population during Memorial Day. Grants to conduct safety belt enforcement zones were offered to cover an additional twenty-eight counties, covering 90 percent of Michigan's 9.2 million residents. The liaisons assisted with soliciting grants, strategic planning, and conducting the enforcement zone training.

This resulted in forty-eight counties across the state conducting highly-visible safety belt enforcement, which contributed to Michigan reaching its goal of 90 percent safety belt use in 2004.

U.S.-2 CORRIDOR PROJECT ▼

Section 402

GOAL

Address motor vehicle crashes along the U.S.-2 corridor during the summer travel season.

SUMMARY OF ACTIVITY AND RESULTS

Motor vehicle crashes have been over-represented on the length of U.S.-2 from St. Ignace to Manistique due to excessive speed, and aggressive driving. U.S.-2 is a rural, two-lane highway with limited passing lanes. Travel trailer and commercial truck travel during the peak summer travel season contributes to hazardous actions (speed and improper passing) by motorists.

The stretch of U.S.-2 patrolled during special enforcement is approximately 130 miles at a posted speed limit of 55 m.p.h. The Manistique and St. Ignace Michigan State Police Posts piloted a project working speed, belt, and aggressive driver enforcement along U.S.-2. The posts conducted overtime patrols during summer weekends, focusing on the holiday weekends. (See chart below.)

A total of 259 overtime hours were reported. The following activity was reported:

ACTIVITY	TOTAL	ACTIVITY	TOTAL
Total Traffic Stops	534	Other Alcohol Citations	1
OUIL/OUID Citations	0	Felony Arrests	0
Occupant Restraint Citations	19	Misdemeanor Non-Alcohol Arrests	5
Speed Citations	253	Enforcement Contacts	620
Other Citations	57	Enforce Contacts/Per Hour	2.7
Verbal Warnings	285	Alcohol Citations/Per Hour	0

The number of speed citations was high. Reports from both posts indicate crashes were down compared with the last several years. Public information and education regarding the extra enforcement was made available via electronic signage at the Mackinac Bridge. We can speculate that the low number of safety belt citations is due to the public awareness that safety belt enforcement was taking place.

TRAINING ▼

Section 405, 410

GOAL

Provide updated education and training to law enforcement officers.

SUMMARY OF ACTIVITY AND RESULTS

OHSP conducted an inventory of traffic enforcement training available to law enforcement administrators, supervisors, and patrol officers in Michigan. A questionnaire was sent to law enforcement to determine the training that is available, the level of interest in the training, and preferred training delivery methods. In a time of scarce financial resources and staffing, OHSP also wanted to know how much of a priority training is going to be in the foreseeable future.

Eighty-two percent of officers responding said that training is a priority to the department, and 90 percent said training is a

priority for them. Officers would like about eighty hours of training per year, with the preferred length being eight hours per training.

The preferred method of training was in-person, followed by a training video. Telecasts/conference calls were consistently the worst option.

Budget restraints and staffing are the main issues that prevent officers from attending training and mail to the department's training officer is the preferred method to notify officers of available training.

Officers chose enforcement and patrol issues as the most important type of training, followed by legal issues. Administrative issues were voted least important. Legal updates, officer safety, and taser use were the top three types of training desired.

EQUIPMENT ▼

Section 157 Incentive

GOAL

Provide equipment as incentives to law enforcement agencies to increase traffic enforcement efforts, and support the Michigan Association of Chiefs of Police (MACP) traffic safety awards program.

SUMMARY OF ACTIVITY AND RESULTS

To encourage law enforcement participation in the statewide enforcement mobilizations, OHSP created the Law Enforcement Challenge program. Following each mobilization, twelve agencies are randomly selected to receive a \$5,000 grant for traffic safety equipment or overtime enforcement. To qualify, the agency must sign up stating that they support the mobilization AND submit their enforcement statistics at the end of the mobilization. Prizes are awarded randomly as follows—two sheriff offices, eight local police departments, and two State Police posts.

Any agency participating and reporting statistics in all four mobilizations becomes eligible for a \$10,000 regional grant and possibly a \$35,000 grand prize. Funds could be used for equipment, overtime enforcement, or training.

Nearly 200 agencies participated in all four mobilizations in FY2004 and were eligible for the regional award drawing. A Law Enforcement Challenge Luncheon was held in October 2004. Grant winners included Barry County Sheriff's Office, Michigan State Police (MSP) Flint Post, MSP Alpena Post, Clinton Township Police Department, MSP Battle Creek Post and the Holland Police Department.

The Award for Excellence in Traffic Safety program is a cooperative effort with the MACP, OHSP and AAA Michigan.

The awards program recognizes outstanding traffic safety efforts conducted by Michigan's police departments. The program has had increased participation, with twenty-two entrants in 2002 and fifty-six in 2004.

OHSP awards a \$4,000 grant for traffic safety equipment or overtime to seven recipients. Five of the awards are given to local law enforcement agencies, and one each is given to a sheriff's office and a Michigan State Police post.

The winners were the Sandusky Police Department, Sturgis Police Department, Norton Shores Police Department, Farmington Hills Police Department, Kentwood Police Department, Clinton County Sheriff's Office, and the Michigan State Police Rockford Post.

See the Mobilization section on page 35 for more results of the Law Enforcement Challenge.

MICHIGAN STATE POLICE ENFORCEMENT ▼

Section 402, 410, OJJDP, 157 Innovative and 157 Incentive funding

GOAL

Support traffic enforcement efforts of the Michigan State Police (MSP).

SUMMARY OF ACTIVITY AND RESULTS

The MSP is an active participant in every traffic enforcement initiative that takes place throughout the year. For 2004, MSP was active in *You Drink & Drive. You Lose.* activities and completed 3,074.5 hours of enforcement overtime, resulting in 297 OUIL/OUID arrests and an additional 129 other alcohol arrests, 121 speeding citations, 156 misdemeanor arrests, and 106 felony arrests.



These activities took place during two mandatory waves of *You Drink & Drive. You Lose.* crackdowns in December and July, as well as monthly saturation patrols in conjunction with the lead agencies.

MSP was instrumental in helping to develop and expand the safety belt enforcement zones utilized in Michigan, as well as coordinating forty-eight counties to work enforcement zones during the May mobilization.

For the *Click It or Ticket* enforcement zones, 12,015 hours of overtime enforcement were conducted resulting in:

- ▼ 14,214 restraint citations,
- ▼ 21 OUIL/OUID arrests,
- ▼ 53 other alcohol arrests,
- ▼ 66 felony arrests,
- ▼ 392 misdemeanor arrests,
- ▼ 2,665 other traffic violations,

▼ 338 speeding citations.

MSP also participated in the youth alcohol grant projects and conducted 815 hours of enforcement overtime in FY2004. This resulted in:

▼ 40 OUIL/OUID arrests,

▼ 23 other alcohol arrests,

▼ 3 felony arrests,

▼ 18 misdemeanor arrests.

In 2004, MSP continued its participation in the Law Enforcement Challenge/Mobilization with all sixty-four posts participating.

Michigan requires premium trained officers to participate in any grant-funded alcohol enforcement. MSP continued its facilitation of the statewide Standardized Field Sobriety (SFST) training program, conducting two Instructor Training sessions which trained thirty-eight officers and thirty-three Practitioner Trainings, providing training to 652 local and county officers. An SFST Practitioner Training completion course resulted in approximately 350 MSP personnel trained.

This program is helping officers throughout the state obtain the necessary SFST training in order to qualify to work en-

forcement overtime on the alcohol grants, as well as giving them additional training to conduct alcohol enforcement throughout the course of their normal shifts.

OHSP supports a position within the MSP to administer grant-funded activity. The grant coordinator serves as the MSP liaison, assists OHSP with planning and coordinating enforcement projects, and provides feedback from the traffic services personnel. The position tracks grant activities, including strategic planning and administering grant overtime hours to affected districts, financial and progress reports as well as special projects. The grant coordinator also holds district grant orientation meetings with each district, attends post commander meetings, and is available by telephone and e-mail to keep the field apprised of all grant-related activities/requirements.

In addition, the grant coordinator facilitates at least one network meeting each year for Traffic Services personnel. This position provides assistance to OHSP for all public information events, including identifying speakers, locations, and assisting the MSP Districts in coordinating media events.

The grant coordinator also is a Law Enforcement Liaison (LEL) and works with all MSP posts, and with the other LELs and acts as a resource for child passenger safety issues for the public and law enforcement personnel.

Pedestrian/Bicycle Safety

PUBLIC INFORMATION AND EDUCATION ▼

Section 402

GOAL

To distribute bicycle safety helmets and to educate riders on the importance of using bicycle helmets.

SUMMARY OF ACTIVITY AND RESULTS

The Michigan Department of Community Health (MDCH) coordinates the bicycle helmet distribution program. Working with existing partners, SAFE KIDS coalitions, local health departments, the Michigan League of Bicyclists, and law enforcement agencies, MDCH advertised the opportunity to distribute bicycle helmets to populations with low helmet usage. MDCH uses census information and injury data to identify counties in Michigan where bicycle helmets are underused. Those county health departments and SAFE KIDS chapters are given preference when applying for funding for this program.

More than 13,000 people attended events where bike helmets were being given out, resulting in the distribution of 7,275 helmets. Bicycle safety and helmet fitting information were distributed with each helmet.



Bike Rodeo and Helmet Giveaway August 27, 2004, Downtown Sturgis Youth and Family Services.

Traffic Records

TRAFFIC CRASH FACTS ▼

Section 402

GOAL

Create the annual Michigan Traffic Crash Facts information.

SUMMARY OF ACTIVITY AND RESULTS

Based on feedback from traffic safety partners, the Traffic Crash Facts (TCF) web site was improved. A key upgrade provides users the ability to perform a Google search to locate specific crash data.

Along with the enhanced web site functionality, 600 TCF books were produced and distributed. Due to low demand, TCF CDs were only produced on an as-requested basis. Approximately twenty-five requests were filled. The enhanced web site has generated positive feedback and site use has increased. There have been over 48,000 web hits since January 2004 or an average of over 240 hits per business day.

SYSTEM ENHANCEMENT/ IMPLEMENTATION ▼

Section 157 Incentive

GOAL

Continue support of the crash module of the Law Enforcement Agency Management System project.

SUMMARY OF ACTIVITY AND RESULTS

Accurate and timely traffic crash data is vital to OHSP and its Highway Safety Plan. OHSP serves as an advisory member of the Michigan State Police's Law Enforcement Agency Management System (LEAMS) project.

The LEAMS project includes six modules: incident, intelligence, crash, citation, enhancements, and interfaces. Development of the crash module began in December 2002, defining how the crash module would function, look, and be developed. The LEAMS and Crash Process Redesign (CPR) groups have been working to provide a cross relationship and information environment needed for both projects to succeed.

The LEAMS crash module has been developed and will be pilot tested with the Saginaw Police Department. Once the pilot period is completed and any issues resolved, the crash module will go live in 2005.

There have also been Joint Application Development sessions to determine specifications needed for the citation module. This is important to the crash module because data will be able to be shared and efficiencies



gained from the police, local court system, and the Secretary of State.

TRAFFIC CRASH REWRITE PROJECT ▼

Section 411

GOAL

Continue support of the traffic crash rewrite project.

SUMMARY OF ACTIVITY AND RESULTS

The Crash Process Redesign (CPR) project is a cross-agency initiative by the Michigan Departments of State, Transportation, Information Technology, and the State Police. CPR will improve the accuracy and timeliness of crash data collection to enable government agencies to make timely decisions to improve traffic safety. Due to the size, complexity, and importance of the CPR project and to help ensure success, a phased approach was used.



Phase 1 sought to eliminate processing on the mainframe and modernize the application in a client/server environment. In addition, a web site was created to allow police agencies access to their crash information and UD-10s defined as the crash report. This allows an agency to understand where most crashes occur and allocate additional enforcement resources as needed. Police agencies also have access to the UD-10s online, which provides for increased customer service and a decrease in administrative resources. There have been over 2,000 requests for access to the secure system. Phase 1 began in November 2002, and was completed in December 2003.

Phase 2 began in October 2003, and has focused on how data is processed and includes: consolidating data keying functions, improving the accuracy and completeness of data, improving information sharing between governmental agencies, and accepting formatted electronic UD-10 files. Phase 2 was completed in May 2004.

Phase 3 of the project commenced in April 2004, focuses on improving the accuracy of crash location along with: enhancing web data access, training to improve data quality, integrating CPR and Fatality Analysis Reporting System, SafetyNet, and other intra-agency systems. It was completed in October 2004.

Phase 4 of the project started in October 2004, and focuses on improving the location of crashes along with providing a mapping tool to local and state police agencies. The overall mission of the Crash Location system is to provide timely, accurate, quality crash location data. MSP currently uses the Crash Location Suite, which consists of the Michigan Crash

Locating System (MCLS) and Find MALI Index (FMI). The objectives of this phase are:

- ▼ Bring MCLS and FMI in-house per Michigan Department of Information Technology mandate.
- ▼ Integrate MCLS logic into Traffic Crash Reporting System (TCRS) to locate crashes and validate crash location data.
- ▼ Provide a graphical interface Mapping Tool to allow law enforcement officers to select crash location.

Crash location shall provide law enforcement, engineers, researchers and other users of crash data with a system that is both

flexible and efficient in meeting their needs while taking into account the business needs of the primary funding agencies.

This phase of the project is scheduled to be completed in May 2005.

This project has been very successful and was selected as one of the five in the Government and Non-Profit Category from the Computerworld “The Laureate—A Search for New Heroes” Honors Awards Program.

Community Traffic Safety

SAFE COMMUNITIES ▼

Section 402

GOAL

Support the Safe Communities program through resource consultants, mini grants, the Assessing Community Traffic Safety (ACTS) program, and evaluation.

SUMMARY OF ACTIVITY AND RESULTS

Safe Communities consultants provided technical support to coalitions to assist with grant activities. Additionally, consultants participated in programs sponsored by the coalitions and made presentations.

Seven Safe Communities Coalitions were awarded \$5,000 mini-grants. Activities conducted included promoting safety belt use, providing bicycle safety programs/helmets, child passenger seat inspections, delivering American Association of Retired People Mature Driver programs, and a physician’s forum on senior driver issues.



Bike Rodeo and Helmet Giveaway partnered with Sturgis Youth and Family Services, Community Health Agency SAFE Kids and Sturgis Police Department.

Safe Communities uses a tool called ACTS to identify local strengths and weaknesses. The ACTS web site provides information on the ACTS instrument, crash data, and programs and activities generated by Safe Communities partners. The ACTS web site was upgraded to include 2002 crash data. Additional web site enhancements were made based on recommendations from the University of Michigan Transportation Research Institute (UMTRI) evaluation. These enhancements included ease in logging on/off, program orientation, and addition of national programs and resources.

Local program support was provided to the Traffic Safety Association of Michigan (TSAM) for ongoing Safe Communities efforts. TSAM and the City of Detroit Neighborhood City Halls (NCH) partnered to implement a summer campaign to increase safety belt use in Detroit. The project, from planning to implementation, was completed in four months from May 17 through September 25. For more information on this project, please see Diversity Programs Support under the Occupant Protection section, page 14.

The Traffic Safety Association of Macomb County also received program support for ongoing Safe Communities efforts that included the Macomb County Project Awareness Program. This program addressed the dangers of underage drinking through the use of a victim impact panel and actual court proceedings involving drunk-driving offenders directed at high-school students.

TECHNICAL ASSISTANCE ▼

Section 402

GOAL

Provide statistical analysis, evaluation, literature review, and technical reviews of traffic safety subjects and projects.

SUMMARY OF ACTIVITY AND RESULTS

A variety of technical assistance projects were conducted throughout the grant year. Assistance was provided to OHSP for traffic crash problem identification in preparation for the FY2005 planning process. A literature review of current and future highway safety issues was also conducted to provide assistance with FY2005 planning.

OHSP's Safe Communities program was reviewed and a set of recommendations developed to update and enhance the program. Assistance was provided within the Safe Communities program for Safe Community coalitions including an update of the ACTS. Finally, presentations were made to the Governor's Traffic Safety Advisory Commission (GTSAC) on the findings of OHSP-sponsored research reports on elderly mobility and motorcycle crash analysis.

UMTRI conducted an evaluation of the Safe Communities program. The objectives of the evaluation were to:

- ▼ Review the current Michigan Safe Communities program.
- ▼ Make recommendations for how the program could be improved in the future.

The following recommendations resulted from the evaluation and are being followed:

- ▼ Continue to support the Safe Communities program, contingent on following the remaining recommendations.
- ▼ Shift the focus from funding program activities to funding coordination—i.e., provide funding for local Safe Communities coordinators and rely on them to obtain community support for program activities.
- ▼ Clarify the overall vision and mission for Michigan's Safe Communities program, focusing on what the program is intended to accomplish, and taking into account core Safe Communities program principles.
- ▼ Develop well-defined goals for the program that link back to the vision and mission. These goals should encompass desired outcomes and impacts relative to both crash/injury reduction and community capacity building.

NETS ACTIVITIES ▼

Section 402

GOAL

Update Network of Employers for Traffic Safety (NETS) educational materials aimed at employers and conduct training sessions regarding workplace traffic safety programs.

SUMMARY OF ACTIVITY AND RESULTS

The Michigan NETS program was established in 1994 to improve the safety and health of employees, their families, and community members by reducing traffic crashes that occur on



Linda Woolwine, president and chief operating officer of AAA Michigan, speaks during the Drive Safely Work Week news conference.

and off the job. Employer resources include programs, policies, best practices, and activities that can improve employee relations while reducing the cost of doing business.

Each year, NETS national sponsors Drive Safely Work Week. Michigan kicked off this event with a Traffic Safety Training Symposium in early fall at Autoliv in Auburn Hills sponsored by the Michigan NETS Advisory Council. Nearly seventy people attended the one-day event which featured information and presentations from national traffic safety experts. Topics included risk assessment, cost of crashes, fleet management, and a vehicle rollover demonstration, along with training opportunities and resources available to assist employers in implementing workplace traffic safety programs. Fifty new members were recruited as a result.

One of the components of the Michigan NETS program is employer training regarding the cost savings that can be attributed to the implementation of workplace traffic safety programs.

Nine training sessions took place throughout the year in Marquette, Lansing, and Flint. Training programs involved Orkin, Kettering University, and the Lansing Board of Water and Light. As a precursor to the 2004 national Drive Safely Work Week campaign, Lansing Board of Water and Light also sponsored a safe driving program for a group of their employees in September 2004.

Communications tools were also improved. The Michigan NETS web site was redesigned and enhanced. A graphic package with seasonal artwork was updated for use by employers as check stuffers, posters, and in company newsletters. NETS members also receive regular email updates relating to traffic safety.

GENERAL PUBLIC INFORMATION ▼

Section 402

GOAL

Support all traffic safety programs through public information activities and materials.

SUMMARY OF ACTIVITY AND RESULTS

The OHSP Communications Section carries out many activities on a regular basis. To keep traffic safety partners informed of current activities, data, research, and other information, the section has two quarterly publications, the *Safety Network Newsletter*, distributed via e-mail, and the *Above the Bridge* newsletter, which features news and information regarding Upper Peninsula traffic safety activities.

In addition, news releases are sent out on an on-going basis on traffic safety news and issues—ranging from safety belt mobilizations and drunk driving crackdowns, to ones on Drive Safely Work Week, and child passenger safety issues.

This year the section put a new emphasis on promoting awareness of OHSP and the programs it sponsors. To help accomplish this, two new OHSP displays were developed for use at conferences and events, along with freestanding, pop-up banners which were also created to promote traffic safety issues.

Other communications projects included:

- ▼ Special signage was created for the Michigan Traffic Safety Summit.
- ▼ A new youth alcohol brochure was developed, outlining OHSP youth alcohol programs. In addition, a youth-related officer reference card was created and distributed to law enforcement statewide.
- ▼ A booster seat flyer was updated to help promote use.
- ▼ A brochure was updated to reflect changes in the state law that requires motorists to move over one lane or slow down in the presence of emergency vehicles stopped on the side of the road.
- ▼ Promotional items, such as key chains, lapel pins, high-lighters, pens, and banners were used to help promote the *Click It or Ticket* campaign.

- ▼ A “good news” news conference was held in October in Lansing to promote the lowest number of traffic fatalities recorded since 1945, the state’s highest safety belt use rate to date, and the continuing decline in alcohol-related fatalities.

PUBLIC INFORMATION MATERIALS DISTRIBUTION AND STORAGE ▼

Section 402

GOAL

Support a centralized point for storage and distribution of public information materials.

SUMMARY OF ACTIVITY AND RESULTS

OHSP supports a variety of traffic safety campaigns and activities aimed at promoting safer driving. A key component to any educational component is getting information into the hands of the public. To more effectively reach all Michigan residents, OHSP prints all new materials in Spanish and Arabic as well as English. The Michigan Resource Center serves as OHSP’s storage and distribution site for all traffic safety materials and maintains catalogues for print materials as well as the ability to view, order, and download materials online. The Michigan Resource Center also maintains a traffic safety video library available on a loan basis.

While OHSP maintains publications with basic information regarding safety belts, child safety seats, and drunk driving, many new materials are now customized to support specific mobilizations. To support these campaigns, OHSP distributes custom order forms for campaign materials to law enforcement, Safe Communities, NETS members, and other traffic safety partners. The Michigan Resource Center plays an integral role by responding to a large influx of requests in a short time period, assuring materials are delivered to coincide with mobilizations.

In FY2004, 3,097 orders containing more than 1.6 million pieces of OHSP materials were shipped. In addition, 174 OHSP videos were loaned out.

Section 402, 157 innovative year 4, 410

SUMMARY

OHSP follows the traffic enforcement mobilization model established by the National Highway Traffic Safety Administration. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement action. The timing allows motorists a warning period before enforcement action begins.

Paid advertising was used to support the five mobilizations for safety belt and drunk driving enforcement. Nearly \$1.9 million was devoted to advertising in November and December 2003 and May, July, and August 2004. OHSP's advertising agency worked diligently with advertisers to generate no-charge value added for the paid advertising, which amounted to nearly \$350,000 worth of additional promotions. Together, OHSP had nearly \$2.2 million in paid and donated spots and time for its traffic safety campaigns.

Earned media efforts remain the bedrock of enforcement publicity efforts. News stories are credible with the public and are an effective means of reaching a wide population base. However, it is challenging to reach crucial groups solely through a news strategy.

Unpaid public service announcements can get modest airplay but often at times when the viewing or listening audience is sparse. Public service ads are often placed when inventory is greatest, and when audiences are small. Further, because these spots are unpaid it is impossible to direct messages in any meaningful way toward groups where belt use is low or the likelihood of driving drunk is high. Even successful public service campaigns are challenged to achieve behavior change.

A recent traffic safety campaign that involved the use of unpaid public service announcements was a part-time belt user campaign. During the 2003 fiscal year, those radio spots were aired on thirty-nine different stations for an ad value of \$153,750. Donated billboards generated 18,213,600 impressions at an estimated ad value of more than \$35,000. The contractor working on this effort used established relations with radio stations and advertising buys they were placing on behalf of other clients.

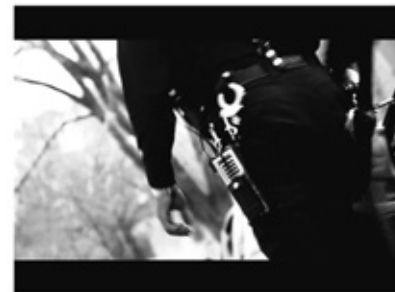
In 2003, Michigan supported a public information campaign surrounding the state's new .08 blood-alcohol content law through a public service effort. Again, a contractor's diligent work resulted in twenty-two different radio and cable stations airing the video spot. However, it was difficult to document the number of times the PSA aired. It is estimated airplay was valued at \$126,010. Another seventy-six radio stations aired the PSA. However, because it was a PSA, the agency could not document the number of times it aired nor the value of these unpaid spots.

Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming was selected based on its ability to reach young men.

Young men remain the focus of messaging efforts for both safety belts and drunk driving enforcement. Advertising vehicles included radio, television, and cable programs. For the May safety belt mobilization, additional funds were used to expand the advertising buy to targeted minority and non-English speaking groups, Hispanic/Latinos and Arab Americans.

ADVERTISING EVALUATION, ASSESSMENT AND OUTCOMES ▼

Before and after each mobilization, OHSP sponsored telephone surveys, with an oversample of young men in the target group. The surveys assisted with measuring awareness of the enforcement efforts and how effective the advertising buy was at reaching the target group.



Michigan television advertisements helped alert the motoring public to the upcoming enforcement efforts.

MOBILIZATION ADVERTISING SUMMARY

Wave	Emphasis	Medium	# Spots	Reach	Budget
November 2003	Safety Belts	Radio	1,671		\$84,311.50
		<i>Bonus</i>	302		
		TV	592		\$225,092.76
		<i>Bonus</i>	68		
		Cable	444		\$57,382.15
		<i>Bonus</i>	100		
TOTAL			3,177		\$366,786.41
December 2003	Drunk Driving	Radio	2,110		\$87,471.24
		<i>Bonus</i>	672		
		Cable	1,360		\$139,384.70
		<i>Bonus</i>	254		
TOTAL			4,396		\$226,855.94
May 2004	Safety Belts	Radio	3,175		\$164,057.85
		<i>Bonus</i>	786		
		TV	1,133		\$429,330.76
		<i>Bonus</i>	118		
		Cable	1,175		\$149,880.50
		<i>Bonus</i>	228		
TOTAL			6,615		\$743,269.11
July 2004	Drunk Driving	Radio	1,944		\$87,970.75
		<i>Bonus</i>	522		
		Cable	773		\$91,062.20
		<i>Bonus</i>	78		
TOTAL			3,317		\$179,032.95
August 2004	Safety Belts	Radio	1,741		\$84,703.45
		<i>Bonus</i>	367		
		TV	771		\$223,788.01
		<i>Bonus</i>	48		
		Cable	486		\$59,643.65
		<i>Bonus</i>	138		
TOTAL			3,551		\$368,135.11
Total Paid			17,375		\$1,884,079.52
Total Value Added			3,681		\$359,972.43
TOTALS			21,056		\$2,244,051.95

NOVEMBER 2003—CLICK IT OR TICKET

During the November 2003 enforcement effort, the number of people aware of a “special effort by police to ticket drivers for seat belt violations in their community” went from 22 percent before the campaign to 51 percent after. Among young men, the numbers went from 29 percent to 55 percent before and after the mobilization. The pre-survey indicated 15 percent of the general population and 26 percent of young men reported they had seen a safety belt enforcement zone in the last thirty days. Following the mobilization, those numbers increased to 51 percent and 55 percent respectively.

When asked where they heard about the effort, 35 percent of the general population and 30 percent of young men responded TV. Another 29 percent of young men said radio. Of those who saw the message on TV, 56 percent of young men said they saw

an advertisement compared to 41 percent of the general population. Of the young men, 36 percent said they saw it in a news story compared to 54 percent of the general population.

When asked if in the past thirty days they had seen or heard any messages that encourage people to wear their seat belts, 90 percent of the general population said yes and 93 percent of young men said yes following the mobilization. When asked about the message, 47 percent of young men said *Click It or Ticket* on unaided recall compared to 29 percent of the general population.

DECEMBER 2003—
YOU DRINK & DRIVE. YOU LOSE.

Following the December 2003 drunk driving crackdown, 60 percent of young men agreed with the statement: Police in my

community are arresting more people for drunk driving than they were a few months ago. Among the general population, 55 percent agreed with this statement.



This is a marked increase from the prior year. For the December 2002 drunk driving crackdown, 30 percent of young men agreed with the statement: Police in my community are arresting more people for drunk driving than they were a few months ago. Among the general population, 27 percent agreed with this statement. It is probable this significant change is due, in part, to the .08 blood-alcohol content law that took effect September 30, 2003.

When asked if they had seen or heard of any special effort by police to arrest drivers in their community for drunk driving, 51 percent of young men and 46 percent of the general population said yes. Of those who said yes, 47 percent of young men said they saw or heard about the effort on TV and 18 percent said radio. The respondents were also queried whether the number of messages seen/heard in the past 30 days was more than usual, 47 percent of the young men said yes. Among all groups, there was difficulty recalling a specific campaign slogan for the effort without being prompted. After being given a list of slogans, 76 percent of young men said they had heard *You Drink & Drive. You Lose.* within the last 30 days.

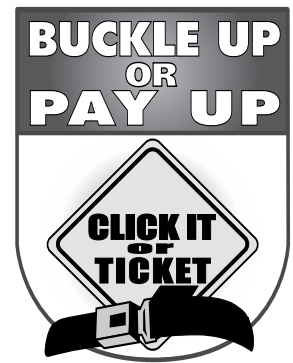
MAY 2004—CLICK IT OR TICKET

The advertising budget for the May enforcement mobilization was significantly larger than that for November 2003. Also, OHSP significantly expanded safety belt enforcement zones for this mobilization, which helped increase awareness and visibility of this effort. When asked if they had seen or heard of any special effort by police to ticket drivers in their community for safety belt violations, 22 percent of the general population and 27 percent of young men said yes before the mobilization. Following the mobilization, those numbers increased to 51 percent and 68 percent respectively.

When asked if they had seen a safety belt enforcement zone, pre-survey results showed 14 percent of the general population and 24 percent of young men said yes. After the mobilization 30 percent of the general population and 39 percent of young men said yes. Among the young men, 38 percent said they saw the enforcement message on TV and 21 percent said radio. Of those who said radio or TV, 86 percent said it was an advertisement.

When asked about the message that they heard for unaided recall, 55 percent of young men said *Click It or Ticket*, compared to 41 percent of the general population. That represents

a tremendous increase when compared to the pre-survey question. In the pre-survey, 21 percent of young men and 15 percent of the general population said *Click It or Ticket*. After being given a list of slogans, 97 percent of young men said they had heard *Click It or Ticket* and 86 percent of the general population knew the campaign as well. Among young men, 59 percent said they had heard *Buckle Up or Pay Up*; 55 percent of the general population had heard the slogan.



JULY 2004—YOU DRINK & DRIVE. YOU LOSE.

In the pre- and post-phone surveys conducted for the July drunk driving crackdown, the campaign was associated with an increase in awareness of both stepped up enforcement and the media message: *You Drink & Drive. You Lose.* The gain in awareness was greater for the target population of young men than for the general population, indicating that the campaign effectively targeted this population.

In fact, in the post-survey, 38 percent of young men heard of recent special efforts by police to arrest drunk drivers, compared to 36 percent of the general population. Of those who heard these messages, most young men reported seeing or hearing these messages on TV or radio. Messages encouraging people not to drink and drive were widely acknowledged. In the post-survey, 95 percent of young men said they had heard such messages compared to 90 percent of the general population.

Following the July 2004 drunk driving crackdown, 74 percent of young men agreed with the statement: Police in my community are arresting more people for drunk driving than they were a few months ago. Among the general population, 59 percent agreed with this statement.

When given a list of campaign slogans to gauge recall, *Click It or Ticket* had the highest recognition at 97 percent of young men. Another 74 percent of young men said they had heard *You Drink & Drive. You Lose.* within the last thirty days.

AUGUST 2004—CLICK IT OR TICKET

At the end of the summer, OHSP conducted a fifth and final mobilization, focusing on unbuckled motorists. Following the mobilization, 58 percent of the general population had heard of special efforts by police to ticket drivers for safety belt violations, compared to 43 percent of the population before the enforcement program. Following the mobilization and paid advertising run, 45 percent of the population reported hearing *Click It or Ticket* with unaided recall. That increased to 84 percent with aided recall. Nearly half, 45 percent, said or heard the message on TV and 21 percent heard the message on radio.

Roadway Safety

METROPOLITAN PLANNING ORGANIZATION EVALUATION ▼

Section 402

GOAL

Provide assistance to a Metropolitan Planning Organization (MPO) for improving traffic safety through a detailed crash data study.

SUMMARY OF ACTIVITY AND RESULTS

Safe and efficient highway transportation systems are a key element in the economic prosperity of a region, especially in urban areas. The majority of transportation planning activities in urban areas are coordinated by MPOs, which consist of local transportation agencies including cities, county road commissions, public transit agencies, and the Michigan Department of Transportation (MDOT). An MPO's key role is to identify and prioritize the traffic operational and safety needs, and to invest available resources in projects and programs which maximize societal benefits.

To further assist local agencies in improving traffic safety, the Bay County MPO was selected to receive traffic safety engineering assistance through Wayne State University's Transportation Research Group (TRG). The TRG performed a detailed analysis of traffic crashes at site-specific intersections and roadway corridors. Peak hour traffic volume data was also collected to help prioritize intersections and corridors for further analysis. Thirty-seven intersections and segments selected then had a set of safety countermeasures developed for consideration and implementation. It is important to note that other strategies related to education and enforcement were also considered where crash problems related to alcohol, speeding, and other types of driver behavior concerns were identified. The Bay County Transportation Planning Division coordinated all activities for this project in conjunction with local governments in Bay County.

An overview of the Bay County study was presented at the Michigan Association of Regions Annual Conference in September 2004. A final report was presented to the Bay County Area Transportation group in November 2004.

INTERSECTION SAFETY TRAINING ▼

Section 402

GOAL

Conduct training sessions on intersection safety.

SUMMARY OF ACTIVITY AND RESULTS

Most of FY2004 was spent developing class materials for the sessions. The materials were developed jointly with Michigan Technological University (MTU), the American Association of

State Highway and Transportation Officials (AASHTO), and the Federal Highway Administration (FHWA).

A class was conducted in June in Marquette with nine students representing police and fire departments and local city administration. The students reported the class was helpful and provided the instructors with feedback on how to improve the course.

A second pilot class was conducted in Mt. Pleasant in August with twenty participants representing various traffic safety areas. The students reported the class was very beneficial and will assist them to better understand how to plan for safety around intersections.

Based on the positive feedback, additional classes are being planned throughout Michigan.

STATEWIDE CRASH DATA EVALUATION ▼

Section 402

GOAL

Assist with the analysis of statewide traffic crash data.

SUMMARY OF ACTIVITY AND RESULTS

Specific traffic crash and injury analysis data in comparison with the rest of the state was provided to OHSP staff. This assisted in developing strategies for alleviating traffic crash and injury problems and in meeting future statewide goals. Based on the Highway Safety Plan, twenty-four analysis areas were identified including targeting alcohol, driver behavior, safety belts, and roadway safety. A further analysis cross-checked those four areas with male drivers, peak travel season, city/county roads, elderly drivers, and occupants 0–15.

All areas received traffic crash data tables and geographical mapping files for 2002 and in some cases, aggregate 1998–2002 traffic crash analysis. In addition, county and city/township breakouts for various areas were provided. This information was used to identify new issues or to target specific locations in which a current issue was prevalent. The information also provided for trend analysis of each program area.

DEER-VEHICLE CRASH REDUCTION STUDY ▼

Section 402

GOAL

Complete a multi-year study on the reduction of deer-vehicle crashes.

SUMMARY OF ACTIVITY AND RESULTS

White Water Associates, Incorporated, completed a study on outside interventions and their effect on deer-vehicle crashes. The conclusions from the multi-year Kent County

study show outside interventions, such as warning signs or wildlife reflectors, hold little promise in reducing deer-vehicle collisions. Kent County was chosen based on its high number of deer-vehicle collisions, which is consistently the highest in the state. The study involved deer-vehicle collision data from nine years (1992–2000), with the experimental portion running from 1998 to 2000.

The study looked at four contiguous townships north of Grand Rapids: Algoma, Cannon, Courtland, and Plainfield. These townships have experienced rapid growth in development, with increasing areas of formerly intact agricultural land subdivided into rural residences on small acre parcels. Included in the experiment were special roadside reflectors. The premise of reflectors is that, properly installed and spaced, they reflect vehicle headlights to create a low-intensity moving beam of red light that serves as a deterrent to animal movement while it is present, without interfering with driver vision. Two six-mile stretches of road were selected based on a high number of deer-vehicle crashes. The analysis showed no significant differences before and after using the reflectors.

In addition, two types of warning signs were installed in Algoma Township. These included fifty-two regular signs and eighteen novel signs that included the wording “high crash area” with a picture of a deer and car on the sign. Signs were installed October 1 and removed on January 1 for three years, 1998–2000. There were no warning signs prior to this study. Further, traffic and speed recording devices were deployed before and after the warning signs were installed. The analysis revealed the signs had no effect on the number of deer-vehicle crashes occurring in Algoma Township. And, no difference in speed was detected.

The final report also found that the probability of experiencing a deer-vehicle collision is higher on roads that pass near watercourses and on roads that traverse a patchwork of many land-use types, such as pasture, row crops, orchards, woods, residences, and wetlands.

The information has been shared with the Michigan Deer Crash Coalition (MDCC) to assist with ongoing efforts to reduce deer-vehicle crashes.

Driver Issues

CURRICULUM SUPPORT ▼

Section 402

GOAL

Support the revised Segment 1 driver education curriculum.

SUMMARY OF ACTIVITY AND RESULTS

Due to changes in the Department of Education, this grant was not developed.

ELDERLY MOBILITY ISSUES ▼

Section 402

GOAL

Educate communities about elderly mobility issues.

SUMMARY OF ACTIVITY AND RESULTS

The North American Conference on Elderly Mobility “Best Practices” from Around the World (NACEM) was held in September in Detroit. The conference was sponsored by the Governor’s Traffic Safety Advisory Commission (GTSAC). The GTSAC directed the original strategic planning in the area of elderly mobility that culminated in the development of the Elderly Mobility Final Plan of Action which was intended to guide state efforts. One area identified in the Final



Plan of Action included educating communities on best practices that were already being used successfully at the local, state, national, and international level.

Planning and operational assistance was provided to the conference by the Elderly Mobility Workgroup designated by the GTSAC, which was chaired by the Office of Highway Safety Planning. OHSP also provided \$20,000 in grant funding in FY2003 for early planning and an additional \$15,000 in FY2004 to support the conference.

The NACEM focused on the demonstration of best practices for improving elderly mobility and highlighted success stories through practice and application. The conference brought together individuals and organizations to present programs from seven countries and sixteen states that are making a positive difference to the elderly population. The conference was attended by over 300 people.

The major goals of the conference were successfully met. They included:

- ▼ To create awareness of the demographic changes and the need to respond to these changes at the local level.
- ▼ To further the body of knowledge of programs that are already working and could be used by other communities, states, and countries.
- ▼ To provide a demonstration project of roadway design, signage and pedestrian changes that could help the increasing elderly population.

The Elderly Mobility Workgroup continues to meet regularly to guide statewide efforts and promote activities directed toward the continued safe mobility of older drivers in Michigan.

Motorcycle Safety

PUBLIC INFORMATION AND EDUCATION ▼

Section 402

GOAL

Assist with the education of motorcyclists on safe riding practices.

SUMMARY OF ACTIVITY AND RESULTS

A law enforcement roll call video on motorcycle helmet use, impaired riding, and motorcycle license endorsement was cre-

ated. OHSP worked in partnership with the Department of State to provide motorcycle safety and license endorsement information for the video.

Seven hundred copies of the video were produced and will be distributed to all law enforcement agencies in Michigan prior to the 2005 motorcycle riding season. These videos will inform and serve as a reminder to law enforcement of the need to ensure all Michigan motorcyclists are properly helmeted, licensed, and not riding impaired.

OHSP'S WEB-BASED GRANT APPLICATION ▼

This is the second full year of using a web-based grant application for all of Michigan's federally funded OHSP projects. Grantees are currently able to enter their program and budget information online which enables staff and users a much more efficient review and approval process. This year, many grantees were able to merely update their information from the previous year's grant, thus providing a much more efficient process.

OHSP has been working with the Department of Information Technology (DIT) to manage and improve the system. OHSP, DIT, and the contractual software company (Agate Software) make system improvements based on feedback from users and staff.

In addition to allowing the grants to be processed online, all project and financial reports are submitted by this process. By using this method of reporting, staff are handling less paper in less time, are able to electronically copy information from grantee reports and incorporate the information into monthly and annual reports. At any given time, staff are able to look at the grant online for any information they may need, such as reporting deadlines, funds spent, highlights of activities, and manage the large amount of statistics that are submitted with the enforcement grants. Online reporting is also speeding up processing time for reimbursements.

Refresher training for OHSP staff and grantees took place in the summer. Due to the success of this project, other states in the Great Lakes Region have been able to take advantage of Michigan's program to implement similar applications in their state.

OHSP hopes to make more improvements to the process if funds are available.

LEGISLATIVE UPDATE ▼

During the current fiscal year, several bills were introduced dealing with child passenger safety issues. Proposed legislation would have mandated the use of booster seats as well as increased fines. However, these bills were not reported out of committee and were not considered by the Legislature.

Another legislative initiative aimed at improving the state's graduated driver license law also failed to gain approval. This bill would have prohibited first-year drivers from having more than one passenger in the vehicle, with some exceptions.

Legislation to repeal Michigan's mandatory motorcycle helmet law was introduced and discussed. The legislation was not approved.

The Legislature did approve a change to the state's MIP of alcohol law, clarifying the definition as presence of alcohol in the

body, and modified the penalties for MIP to create the possibility of thirty days imprisonment.

Further, Michigan's "move over" law was amended to include road service vehicles in the authorized emergency vehicle definition while assisting in an emergency at the request of a police agency.

SAFETY IN TRANSPORTATION PLANNING ▼

In FY2003, each Metropolitan Planning Organization (MPO) region held a safety forum during which a traffic crash profile was presented. In FY2004, through a grant with Wayne State University, an MPO was identified within which high crash locations were selected, a detailed crash data analysis conducted of those locations and solutions proposed to address the identified problems. This is the next step in the project which will illustrate how the crash data can be used in the planning process to address problem locations to make the roadways safer. For FY2005, the grant with Wayne State University is being continued. Three additional MPO regions have been selected within which a detailed study of high crash locations will be conducted including identification of solutions. In addition, plans are underway to conduct safety forums in the rural areas of the state. These forums will feature a presentation of the area's traffic crash profile along with information on traffic safety issues and programs.

MICHIGAN TRAFFIC SAFETY SUMMIT ▼

Approximately 300 registrants, exhibitors, and speakers took part in the 9th Annual Michigan Traffic Safety Summit at the Holiday Inn-South in Lansing. Featured speakers were Captain Pete Collins (retired) from the Mississippi Highway Patrol and Jim Nichols, Ph.D. Collins provided a captivating opening session and a look at the emotional side of traffic safety. Nichols closed the first day with his expertise on changing driver behavior. Initial reports indicate positive feedback from this year's event.

GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION ▼

During 2004, the Governor's Traffic Safety Commission (GTSAC) met bi-monthly to discuss traffic safety issues within the state. In addition, the GTSAC spent time examining its mission and structure to ensure it is operating efficiently and effectively. As part of this process, a summer retreat was held for the purpose of examining the history of the Commission, its mission, priority traffic safety issues, and the future



direction of the Commission. A revised mission statement was drafted at this meeting and approved by the Commissioners in the fall. The mission is: *"Provide leadership to improve traffic safety by fostering communication, coordination, and collaboration among government and other public and private entities in Michigan."*

In addition, at its fall meeting the Commission approved a proposal that called for the development of a Comprehensive

Highway Safety Plan (CHSP) for Michigan. The plan was developed using input from traffic safety experts at the federal, state, and local levels. The plan identifies traffic safety goals and emphasis areas as well as strategies for addressing them. Through coordination by the GTSAC, an action plan will be developed to address each emphasis area. Implementation of each action plan will also be coordinated by the GTSAC.

Mobilizations

Section 402, 405, 410, 157 Incentive, 157 Innovative

GOAL

To save lives and reduce the number and severity of injuries on Michigan roadways by increasing safety belt use and reducing alcohol-impaired driving. The intermediate goals are to increase enforcement, to increase public awareness of enforcement, and to increase the perceived threat of receiving a ticket for driving unrestrained or of being arrested for driving after drinking. Secondary intermediate goals are to increase traffic enforcement and public awareness, thereby leading to safer driving and fewer or less injurious crashes. This is to be accomplished through five statewide, high visibility traffic enforcement mobilizations.

SUMMARY OF ACTIVITY AND RESULTS

The nationwide mobilization program brings law enforcement agencies together for a single enforcement focus. Each mobilization period combines highly visible enforcement with support from an earned and paid media campaign. This concentrated focus on a single issue seeks to impact the public consciousness in a way that a low level of sustained enforcement cannot. The Office of Highway Safety Planning coordinates Michigan's participation in the national effort.

The two foci for mobilizations were safety belts and alcohol-impaired driving. Buckle Up or Pay Up: *Click It or Ticket* mobilizations, targeting safety belt use, ran from November 17 to 30, 2003, from May 24 to June 6, 2004, and from August 30 to September 12, 2004. *You Drink & Drive. You Lose.* mobilizations, targeting alcohol-impaired driving, ran from De-



Safety belt enforcement zones have increased visibility of enforcement efforts, which has assisted Michigan in increasing its safety belt use rate to 90.5 percent.

cember 19, 2003, to January 4, 2004, and from June 25 to July 11, 2004. This varied slightly from the national mobilization calendar, as some other states performed impaired-driving enforcement around the Labor Day holiday.

ENFORCEMENT ▼

Drive Michigan Safety Task Force agencies received grant funding to conduct overtime patrols during the mobilizations. These twenty counties represent more than 70 percent of Michigan's population and fatal crashes. In an effort to move Michigan to its 90 percent goal, an additional forty-eight counties were awarded grants for the May–June mobilization, and eleven additional counties received grant funding for the August–September mobilization.

During *You Drink & Drive. You Lose.* mobilizations, grantees conducted saturation patrols, coordinating efforts to arrest drunk drivers in populous areas. *Click It or Ticket* enforcement followed the Safety Belt Enforcement Zone model piloted in





Robert Lange of GM speaks during a news conference to kick off the May 2004 safety belt mobilization.

May 2003. Officers worked cooperatively over a short, marked stretch of roadway, improving enforcement visibility.

The Law Enforcement Challenge incentive program solicited large-scale mobilization participation. Agencies in eighty-two counties covering 99.9 percent of Michigan's population agreed to place additional emphasis on traffic enforcement during the mobilizations, especially safety belts and alcohol-impaired driving. Fifty-four grants worth \$325,000 of traffic safety enforcement and equipment were given to randomly selected agencies throughout the mobilization. Five hundred twenty-four law enforcement agencies signed up to participate, with 390 of them reporting in at least one mobilization and 181 reporting in all.

EARNED MEDIA ▼

Earned and paid media accompanied the increased enforcement, making the public more aware of law enforcement efforts. Continuing a successful plan from FY2003, OHSP scheduled six media events for each mobilization, corresponding to significant Michigan media markets (southeast, west, central, Tri-cities, northern Lower Peninsula, and the Upper Peninsula).

Click It or Ticket earned media events focused on the expanded Enforcement Zones and the summer-long effort to reach 90 percent safety belt use. *You Drink & Drive. You Lose.* events used the new .08 blood alcohol content law and impaired motorcyclists as their themes. The main media event for July addressed an officer who had recently been killed by a drunk driver while arresting another drunk driver.

OHSP issued news releases before, during, and after enforcement, to alert the public to enforcement campaigns and to maintain public awareness. Periodic reminders of the heightened enforcement help to extend its impact throughout the year.

Michigan also worked with a wide variety of organizations to spread the impact of program activities. The network activities listed in the 90 percent by 2004 section are a representative sample of the agencies that cooperated with OHSP. Of special note was a partnership with Harley Davidson dealerships for the July mobilization; the message about impaired motorcyclists was delivered at motorcycle dealerships.

Earned Media Stories			
	Print	TV	Radio
November	197	41	125
December	169	13	131
May	285	73	191
July	115	8	70
September	194	12	160
Total	960	147	677

PAID MEDIA ▼

Federal funds were again available to support advertising throughout the mobilizations. State and national data from FY2003 clearly showed that paid advertising significantly enhanced the impact of high visibility enforcement efforts. The National Highway Traffic Safety Administration (NHTSA) has come to view paid advertising as an indispensable aspect of the mobilization model.

OHSP's primary media targets were men ages 18–34, the group least likely to buckle up and most likely to drink and drive. Advertising was statewide, with an emphasis on the metro Detroit area. Supplemental funding for the May mobilization supported advertising directed towards urban ethnic minorities, a group with historically low safety belt use.

OHSP developed new television and radio spots for the December and May mobilizations, adding to the previous year's award-winning campaigns. The *You Drink & Drive. You Lose.* ad focused on officers' abilities to spot drunk drivers and continued the visual themes from FY2003's ".08: Lower Limit, Tougher Law" ad. The *Buckle Up or Pay Up* ad took viewers inside the Safety Belt Enforcement Zones.

Stations showing OHSP paid advertisements also provided additional free air time. Value-added advertising included web site links, banners at concerts, and sponsorship messages during radio-broadcast sporting events and rush-hour shows.

EVALUATION ▼

Evaluation is the final critical aspect of the mobilization campaign, identifying where progress is or is not being made and

where improvements can be made. A polling firm conducted phone surveys of driver attitudes and beliefs for every mobilization, as well as the effectiveness of the media campaign. The University of Michigan Traffic Research Institute also performed direct observations of safety belt use before and after each *Click It or Ticket* mobilization.

RESULTS ▼

Holiday fatalities were about half of the thirty-year average, with a life-saving rate comparable to FY2003. The additional successful efforts around Labor Day significantly added to last year's life-saving total. The statistics below cover only the official holiday weekends, not the two-week mobilization periods.

Holiday	Average Deaths	FY2004 Deaths	Lives Saved
Thanksgiving 2003	20	19	1
Christmas 2003	20	6	14
New Years 2004	16	7	9
Memorial Day 2004	18	11	7
Independence Day 2004	21	13	8
Labor Day 2004	21	9	12
Totals	116	65	51

Holiday fatalities contribute significantly to annual totals. Efforts to prevent the usual spikes in traffic fatalities around the holidays have helped keep Michigan's fatality totals low. In 2003, Michigan experienced 1,283 traffic fatalities, comparable to 1,279 in 2002. 2004 results are not yet available.

Highly visible traffic enforcement remains a key to influencing behavior. The credible threat of receiving a citation or being arrested has proven itself as one of the strongest tools for reducing dangerous behavior on the roads. Aggressive traffic enforcement has made the message real and personal for many drivers who were creating risks for themselves and others.

The totals below reflect reported enforcement totals from Safety Belt Enforcement Zones and the Law Enforcement Challenge. Challenge results are incomplete to the extent that not all police agencies report their enforcement activities, and these results partially overlap the Enforcement Zone results, since several agencies report their Zone enforcement as a part of their Challenge results.

These enforcement totals not only indicate the quarter-million personal contacts officers, deputies, and troopers made with high-risk drivers, but also provide a compelling message to the rest of the motoring public that law enforcement takes traffic safety seriously. This is essential, as research shows seeing is believing and the public does not believe in advertisements or educational efforts that lack police backing.

This level of enforcement, combined with media efforts, has produced significant results in influencing public knowledge and beliefs. About two-thirds of drivers believed that they were likely to be arrested if they drove drunk, and about four-fifths believed that they were likely to be ticketed if they drove unbelted. Recognition of the "Click It or Ticket" message peaked at 97 percent of young drivers through May and July, and 25 percent of drivers said they had seen an Enforcement Zone by the end of the Labor Day mobilization.

SAFETY BELT ENFORCEMENT ZONES

	Zone Reports	Traffic Stops	Safety Belt Citations	Child Restraint Citations	Drunk Driving Arrests	Other Felony Arrests	Other Misdemeanors	Other Citations and Arrests
November	665	27,853	21,419	397	25	50	1,338	3,903
May	627	27,044	20,988	276	8	47	1,137	5,244
September	207	10,711	8,663	179	4	42	877	2,418
Totals	1,499	65,608	51,070	852	37	139	3,352	11,565

LAW ENFORCEMENT CHALLENGE

	Reporting Agencies	Traffic Stops	Safety Belt Citations	Child Restraint Citations	Drunk Driving Arrests	Other Felony Arrests	Other Misdemeanors	Other Citations and Arrests
November	338	54,684	14,073	467	1,093	837	5,817	26,676
December	322	52,338	2,322	153	1,752	714	7,066	25,562
May	301	71,264	23,883	578	1,078	692	5,869	27,351
July	241	50,988	3,119	474	1,665	826	7,441	29,981
September	141	28,816	5,311	108	488	281	3,021	13,929
Totals	390	258,090	48,708	1,780	6,076	3,350	29,214	123,499

As a result of these successful efforts, Michigan reached its target of 90 percent belt use, with a 90.5 percent observed safety belt use rate following the Labor Day mobilization. This makes Michigan one of six states in the nation to reach 90 percent safety belt use and the first state east of California to do so. NHTSA estimates that Michigan saves fifty-four lives for every 5 percent increase in safety belt use, so the increase to 90.5 percent safety belt use should save sixty-two additional lives in 2004 and each year that Michigan maintains this rate.

PUBLIC INFORMATION AND EDUCATION— MICHIGAN STATE FAIR ▼

Section 402

GOAL

Provide a visible presence at the Michigan State Fair in Detroit to publicize the Labor Day safety belt mobilization.

(See The 90 Percent Story section for details.)

The FY2005 planning process for the OHSP focused on identifying the largest causes of traffic deaths and injuries, the areas with the most potential for improvement, and the best programs available to address them.

During the problem identification process, the most recent crash data was examined along with trend reports highlighting key target areas or primary issues that pose the greatest threats to Michigan drivers. Long-term plans, short-term strategies, and budget requests were developed to address these areas.

Project selection is the final step in OHSP development. Each project is selected based on its potential for impacting the identified traffic safety primary issues.

Building and maintaining partnerships are essential for solving the most significant traffic safety problems. Through direct contact, participation in network and committee meetings, conferences, and online communication, OHSP will continue to promote these essential partnerships, expand untapped networks, and dedicate all its resources to reducing fatalities and injuries on Michigan's roadways.

Activity for FY2005 continues to be organized around four program areas which equate to the primary issues identified during problem identification. OHSP program coordinators and their partners work together as a team to address these primary issue areas through strategy development and project implementation. The issue areas are occupant protection, alcohol impaired driving prevention, driving issues, and planning and administration.

OCCUPANT PROTECTION ▼

The goal for this program area is to increase the observed statewide safety belt use rate from 2003's baseline of 84.8 percent to 93.3 percent in 2008. Increasing the perceived threat of receiving a citation for failure to wear a safety belt continues to be one of the primary strategies for increasing usage. This will be accomplished through high visibility law enforcement efforts, starting with a Memorial Day mobilization and continuing through the summer. Public information and education campaigns, including earned and paid media, will publicize the enforcement activity and address specific high-risk target groups. The effectiveness of these ongoing campaigns will be thoroughly evaluated through telephone and direct observation surveys.

Other occupant protection issues receiving significant attention in FY2005 are child passenger safety and airbag safety.

ALCOHOL IMPAIRED DRIVING PREVENTION ▼

OHSP has established a goal to reduce and maintain the proportion of KA crashes coded had-been-drinking (HBD) to 17.3 percent by 2008. Other key targets are 10 percent reduc-

tions in KA HBD crashes per 1,000 licensed drivers for underage drivers and young male drivers, as well as in the proportion of alcohol-related weekend fatalities.

Increasing the perceived threat of arrest for drunk driving is one of the primary strategies for saving these lives. OHSP will support drunk driving enforcement year-round, with a special emphasis during two holiday crackdown periods, Christmas and Labor Day. A strong public information and education campaign will accompany these efforts to improve driver awareness.

Training for law enforcement officers and the criminal justice community remain important for addressing this issue. OHSP will also sponsor initiatives to reduce underage alcohol use and drunk driving and conduct an alcohol assessment for future planning.

DRIVING ISSUES ▼

The goal in this area is to reduce drivers engaged in hazardous behavior prior to a crash from 87.2 percent in 2003 to 78.5 percent by 2008. This includes several significant categories of aggressive or inattentive driving, such as speeding, following too closely, and red light running.

Intersections remain a key focus for crashes of all kinds. In 2003, 2,946 KA crashes happened in or near Michigan intersections. The goal is to reduce this to 2,651 by 2008.

An additional goal is to reduce the number of fatal and serious injury crashes on city and county roads. There were 4,239 such KA crashes in 2003, and the goal is to reduce this to 3,815 by 2008.

The peak time for crashes is the summer, when driving miles are up and drivers' minds are elsewhere. Statistics indicate that 2.89 percent of crashes from Memorial Day to Labor Day 2003 had fatal or serious injuries. The goal is to reduce this to 2.60 percent by 2008.

Additional areas receiving special attention in FY2005 include motorcycle safety, older drivers, and commercial motor vehicles.

PLANNING AND ADMINISTRATIVE ▼

The overall impact of OHSP highway safety initiatives must be evaluated in order to determine whether OHSP is achieving its goals and fulfilling its mission. In addition, the processes within OHSP must be continually reviewed to assure that program staff receives updated training annually, that the Grant Management Requirements are current, and compliance with the 40 percent benefit to locals federal requirement is attained.

In order to address these issues, an overall OHSP program goal is to provide the most efficient and effective administration, management and evaluation of the Michigan Office of Highway Safety Planning.

Administrative support will continue to be provided for the Governor's Traffic Safety Advisory Commission. Evaluation is underway to consider how to best improve the Safe Communities program. The business community will continue to be used as an avenue to promote traffic safety in the workplace and for

support of OHSP mobilization efforts. Finally, improvements in technology and continual monitoring of internal processes and evaluation strategies will be implemented to ensure that the primary issue goals and the statewide impact goals are achieved as effectively and efficiently as possible.

OHSP Status Report

Funding Source	Prog Area	PAP/ Task	Grant Number	Description and Grantee	FY2004 HSP Planned Amt.	FY2004 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
	OP	04-01									
402	OP	TK #1		Evaluation	0.00						
402	OP	TK #2		Public Information & Education	0.00						
402	OP			*2004-51— SEMCOG— WITHDRAWN							
402	OP	TK #3		Grant Development & Community Outreach Team	381,000.00						
402	OP	TK #3	CP-04-07	OHSP			372,663.00	342,857.00	Final	29,806.00	10/1/03-9/30/04
				Subtotal 402 OP	381,000.00	380,965.00	372,663.00	342,857.00		29,806.00	
157 Inc	OP	TK #4		Public Information & Education	0.00						
157 Inc	OP	TK #4	CP-04-08	OHSP			0.00	0.00	Final	0.00	10/1/03-9/30/04
				Subtotal 157 OP Incentive Funds	0.00	0.00	0.00	0.00		0.00	
2003(b)	OP	TK #5		Child Passenger Safety & Education Program	509,000.00						
2003(b)	OP	TK #5	OP-04-01	MDCH			297,856.00	138,373.00	Final	159,483.00	10/1/03-9/30/04
				Subtotal 2003b Funds	509,000.00	508,414.04	297,856.00	138,373.00		159,483.00	
405	OP	TK #6		Local Safety Belt Evaluation & Training	50,000.00						
405	OP	TK #6	OP-04-02	UMTRI			49,982.00	49,946.00	Final	36.00	10/24/03-9/30/04
405	OP	TK #7		Promotion Safety Belt Usage	630,000.00						
405	OP	TK #7	OP-04-03	Student Leadership Svcs, Inc.			24,900.00	4,700.00	Final	20,200.00	10/24/03-9/30/04
405	OP	TK #7	CP-04-08	OHSP			25,000.00			25,000.00	10/1/03-9/30/04
405	OP	TK #9		Diversity Program Support	110,000.00						
405	OP	TK #9	CP-04-05	TSA of Michigan			106,310.00	106,309.00	Final	1.00	5/10/04-9/30/04
				Subtotal 405 Funds	790,000.00	790,000.00	206,192.00	160,955.00		45,237.00	
157 Inn	OP	TK #8		Program Support	20,000.00						
157 Inn	OP	TK #8	CP-04-05	TSA of Michigan		20,000.00	20,000.00	20,000.00	Final	0.00	10/1/03-9/30/04
				Subtotal 157 OP Innovative Funds	20,000.00	20,000.00	20,000.00	20,000.00		0.00	
				TOTAL PAP 04-01	1,700,000.00	1,699,379.04	896,711.00	662,185.00		234,526.00	
	AL	04-02									
402	AL	TK #1		Public Information and Education	0.00						
402	AL	TK #1	CP-04-08	OHSP		21,000.00	0.00	0.00	Final	0.00	10/1/03-9/30/04
402	AL	TK #2		Implementation of Priority Strategies	79,000.00						
402	AL	TK #2	AL-04-05	MBWWA		52,286.00	33,128.00	33,128.00	Final	0.00	3/25/04-9/30/04
402	AL	TK #2	AL-04-03	MDCH		10,000.00	0.00			0.00	10/1/03-9/30/04
402	AL	TK #2	AL-04-06	MASACA			24,997.00	24,997.00	Final	0.00	4/19/04-9/30/04
402	AL	TK #3		Judicial Training	35,000.00						
402	AL	TK #3	AL-04-01	MJI		30,306.00	20,306.00	20,306.00	Final	0.00	10/1/03-9/30/04
402	AL	TK #4		Youth Alcohol Liaisons	12,000.00						
402	AL	TK #4	AL-04-02	PAAM		12,000.00	11,791.00	5,861.00	Final	5,930.00	10/1/03-9/30/04
402	AL	TK #5		Grant Development & Community Outreach Team	396,000.00						
402	AL	TK #5	CP-04-07	OHSP		395,753.00	387,334.00	357,489.00	Final	29,845.00	10/1/03-9/30/04
402	AL	TK #15		Evaluation	30,000.00						
402	AL	TK #15	AL-04-04	UMTRI		30,000.00	30,000.00	29,944.00	Final	56.00	11/24/03-09/30/04
	AL			Subtotal 402 AL Funds	552,000.00	551,345.00	507,556.00	471,725.00		35,831.00	
410	AL	TK #6		Public Information & Education	100,000.00						
410	AL	TK #6	CP-04-08	OHSP		100,000.00	100,000.00	64,275.00	Final	35,725.00	10/1/03-9/30/04

Funding Source	Prog Area	PAP/ Task	Grant Number	Description and Grantee	FY2004 HSP Planned Amt.	FY2004 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
410	AL	TK #7		Prosecutor & Law Enforcement Training	262,000.00						
410	AL	TK #7	AL-04-02	PAAM		262,000.00	262,000.00	220,882.00	Final	41,118.00	10/1/03–9/30/04
410	AL	TK #8		Statewide Coalition Support	255,000.00						
410	AL	TK #8	AL-04-03	MDCH		255,000.00	255,000.00	214,519.00	Final	40,481.00	10/1/03–9/30/04
410	AL	TK #9		Judicial Training	20,000.00						
410	AL	TK #9	AL-04-01	MJI		20,000.00	20,000.00	1,799.00	Final	18,201.00	10/1/03–9/30/04
410	AL	TK #16		Statewide Outreach	2,106,000.00	2,150,260.45					
				Subtotal 410 AL	2,743,000.00	2,787,260.45	637,000.00	501,475.00		135,525.00	
				TOTAL PAP 04-02	3,295,000.00	3,338,605.45	1,144,556.00	973,200.00		171,356.00	
	PT	04-03									
402	PT	TK #1		Enforcement	1,943,000.00	1,920,963.00					
402	PT	TK #1	PT-04-23	Delta Cty SO			8,848.00	8,613.00	Final	235.00	11/5/03–9/30/04
402	PT	TK #1	PT-04-06	Calhoun Cty SO			22,872.00	3,832.00	Final	19,040.00	10/1/03–9/30/04
402	PT	TK #1	PT-04-18	Muskegon Cty SO			38,959.00	20,209.00	Final	18,750.00	10/20/03–9/30/04
402	PT	TK #1	PT-04-15	Kalamazoo Cty SO			40,827.00	15,144.00	Final	25,683.00	10/20/03–9/30/04
402	PT	TK #1	PT-04-12	Bay Cty SO			18,293.00	13,906.00	Final	4,387.00	10/20/03–9/30/04
402	PT	TK #1	PT-04-11	Wayne Cty SO			239,131.00	169,579.00	Final	69,552.00	10/1/03–9/30/04
402	PT	TK #1	PT-04-25	Washtenaw Cty SO			54,631.00	40,796.00	Final	13,835.00	11/5/03–9/30/04
402	PT	TK #1	PT-04-02	Holland PD			37,876.00	30,449.00	Final	7,427.00	10/1/03–9/30/04
402	PT	TK #1	PT-04-08	TIA of Oakland Cty			188,319.00	145,775.00	Final	42,544.00	10/1/03–9/30/04
402	PT	TK #1	PT-04-04	East Lansing PD			51,074.00	32,304.00	Final	18,770.00	10/1/03–9/30/04
402	PT	TK #1	PT-04-20	St. Clair Cty SO			32,965.00	32,476.00	Final	489.00	10/24/03–9/30/04
402	PT	TK #1	PT-04-17	Macomb Cty SO			141,339.00	111,813.00	Final	29,526.00	10/20/03–9/30/04
402	PT	TK #1	PT-04-13	Detroit PD			89,747.00	56,131.00	Final	33,616.00	10/20/03–9/30/04
402	PT	TK #1	PT-04-10	Saginaw Cty PD			35,739.00	34,796.00	Final	943.00	10/1/03–9/30/04
402	PT	TK #1	PT-04-27	Berrien Cty SO			14,352.00	6,980.00	Final	7,372.00	11/12/03–9/30/04
402	PT	TK #1	PT-04-05	Burton PD			88,749.00	75,128.00	Final	13,621.00	10/1/03–9/30/04
402	PT	TK #1	PT-04-14	Grand Traverse Cty SO			10,489.00	8,148.00	Final	2,341.00	10/20/03–9/30/04
402	PT	TK #1	PT-04-07	MSP—Traffic Services			624,962.00	622,726.00	Final	2,236.00	10/1/03–9/30/04
402	PT	TK #1	PT-04-03	Wyoming PD			96,072.00	87,772.00	Final	8,300.00	10/1/03–9/30/04
402	PT	TK #1	PT-04-22	Marquette PD			4,977.00	698.00	Final	4,279.00	10/29/03–9/30/04
402	PT	TK #1	PT-04-09	Monroe Cty SO			25,766.00	22,671.00	Final	3,095.00	10/1/03–9/30/04
402	PT	TK #1	PT-04-16	Livingston Cty SO			26,645.00	14,103.00	Final	12,542.00	10/20/03–9/30/04
402	PT	TK #1	PT-04-19	Jackson Traffic Safety Program			28,331.00	15,755.00	Final	12,576.00	10/24/03–9/30/04
				Subtotal Task #1	1,943,000.00	1,920,963.00	1,920,963.00	1,569,804.00		351,159.00	
402-PM	PT	TK #2		Advertising—Paid Media	255,000.00						
402-PM	PT	TK #2	CP-04-08	OHSP		255,000.00	255,000.00	130,151.00	Final	124,849.00	10/1/03–9/30/04
402	PT	TK #3		Law Enforcement Liaisons	125,000.00						
402	PT	TK #3	PT-04-07	MSP—Traffic Services		125,000.00	125,000.00	116,238.00	Final	8,762.00	10/1/03–9/30/04
402	PT	TK #4		US-2 Corridor Project	30,000.00						
402	PT	TK #4	PT-04-07	MSP—Traffic Services		14,981.00	14,981.00	14,981.00	Final	0.00	10/1/03–9/30/04
402	PT	TK #5		Grant Development & Community Outreach Team	1,047,000.00	1,032,056.35					
402	PT	TK #5	CP-04-07	OHSP		51,840.00	51,840.00	47,869.00	Final	3,971.00	10/1/03–9/30/04
402	PT	TK #22		Public Information & Education	100,000.00						
402	PT	TK #22	CP-04-08	OHSP		100,000.00	100,000.00	64,405.00	Final	35,595.00	
402	PT			Subtotal 402 PTS Funds	3,500,000.00	3,499,840.35	2,467,784.00	1,943,448.00		524,336.00	

Funding Source	Prog Area	PAP/ Task	Grant Number	Description and Grantee	FY2004 HSP Planned Amt.	FY2004 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
405	PT	TK #6		Public Information & Education	80,000.00						
405	PT	TK #6	CP-04-08	OHSP			80,000.00	79,259.00	Final	741.00	10/1/03-9/30/04
405	PT	TK #7		Law Enforcement Liaisons	266,000.00						
405	PT	TK #7	PT-04-01	MPHI			266,000.00	250,398.00	Final	15,602.00	10/1/03-9/30/04
405	PT	TK #8		Training	40,000.00						
405	PT	TK #8	PT-04-01	MPHI			24,325.00	1,090.00	Final	23,235.00	10/1/03-9/30/04
405	PT	TK #9		Evaluation	210,000.00						
405	PT	TK #9	PT-04-21	UMTRI			124,348.00	124,347.00	Final	1.00	10/29/03 9/30/04
405	PT	TK #9	CP-04-07	OHSP			30,000.00	6,350.00	Final	23,650.00	10/1/03-9/30/04
405	PT	TK #21		Enforcement	1,396,000.00						
405	PT	TK #21	PT-04-52	Allegan Cty SO			20,000.00	16,900.00	Final	3,100.00	5/21/04-9/30/04
405	PT	TK #21	PT-04-50	Lapeer Cty SO			16,438.00	15,498.00	Final	940.00	5/14/04-9/30/04
405	PT	TK #21	PT-04-58	Lenawee Cty SO			17,597.00	14,593.00	Final	3,004.00	5/21/04-9/30/04
405	PT	TK #21	PT-04-45	Midland PD			20,008.00	18,093.00	Final	1,915.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-02	Holland PD			6,762.00	6,762.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-03	Wyoming PD			19,893.00	19,893.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-04	East Lansing PD			8,387.00	8,387.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-05	Burton PD			3,988.00	3,988.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-06	Calhoun Cty SO			8,980.00	5,941.00	Final	3,039.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-07	MSP—Traffic Services			49,974.00	28,547.00	Final	21,427.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-08	TIA of Oakland Cty			29,996.00	29,996.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-09	Monroe Cty SO			8,000.00	8,000.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-10	Saginaw County SO			7,754.00	7,754.00	Final	0.00	
405	PT	TK #21	PT-04-11	Wayne Cty SO			80,000.00	80,000.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-12	Bay Cty SO			6,980.00	6,980.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-13	Detroit PD			39,997.00	39,997.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-14	Grand Traverse Cty SO			7,957.00	7,123.00	Final	834.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-15	Kalamazoo Cty SO			10,416.00	10,416.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-16	Livingston Cty SO			10,000.00	10,000.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-17	Macomb Cty SO			28,000.00	28,000.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-18	Muskegon Cty SO			7,500.00	7,500.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-19	Jackson Traffic Safety Program			5,176.00	5,176.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-20	St. Clair Cty SO			8,000.00	8,000.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-22	Marquette PD			3,030.00	0.00	Final	3,030.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-25	Washtenaw Cty SO			9,716.00	9,716.00	Final	0.00	5/10/04-9/30/04
405	PT	TK #21	PT-04-63	Van Buren Cty SO			19,277.00	5,983.00	Final	13,294.00	5/21/04-9/30/04
				Subtotal Task #21			453,826.00	403,243.00		50,583.00	
				Subtotal 405 PTS Funds	1,992,000.00	1,991,801.30	978,499.00	864,687.00		113,812.00	
410	PT	TK #10		Advertising—Paid Media	500,000.00						
410	PT	TK #10	CP-04-08	OHSP		500,000.00	500,000.00	439,903.00	Final	60,097.00	10/1/03-9/30/04
410	PT	TK #11		Public Information & Education	106,000.00						
410	PT	TK #11	CP-04-08	OHSP		106,000.00	106,000.00	66,000.00	Final	40,000.00	10/1/03-9/30/04
410	PT	TK #12		Training	210,000.00						
410	PT	TK #12	CP-04-05	TSA of Michigan		20,896.00	20,896.00	17,394.00	Final	3,502.00	10/1/03-9/30/04
410	PT	TK #12	PT-04-07	MSP—Traffic Services		128,709.00	128,709.00	127,102.00	Final	1,607.00	10/1/03-9/30/04
410	PT	TK #12	PT-04-01	MPHI		36,750.00	36,750.00	17,891.00	Final	18,859.00	10/1/03-9/30/04

Funding Source	Prog Area	PAP/ Task	Grant Number	Description and Grantee	FY2004 HSP Planned Amt.	FY2004 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
410	PT	TK #13		Evaluation	60,000.00						
410	PT	TK #13	CP-04-07	OHSP		38,900.00	38,900.00	38,900.00	Final	0.00	10/1/03-9/30/04
				Subtotal 410 PT Funds	876,000.00	831,255.00	831,255.00	707,190.00		124,065.00	
157 Inc	PT	TK #14		Public Information & Education	222,000.00						
157 Inc	PT	TK #14	CP-04-08	OHSP		222,000.00	222,000.00	106,669.00	Final	115,331.00	10/1/03-9/30/04
157 Inc	PT	TK #15		Equipment	350,000.00						
157 Inc	PT	TK #15	PT-04-07	MSP—Traffic Services			115,000.00	80,152.00	Final	34,848.00	10/1/03-9/30/04
157 Inc	PT	TK #15	CP-04-07	OHSP			20,000.00	5,812.00	Final	14,188.00	10/1/03-9/30/04
157 Inc	PT	TK #15	PT-04-26	Allen Park PD			10,000.00	10,000.00	Final	0.00	11/12/03-9/30/04
157 Inc	PT	TK #15	PT-04-28	Dewitt PD			10,000.00	10,000.00	Final	0.00	12/2/03-9/30/04
157 Inc	PT	TK #15	PT-04-24	Manistee PD			9,997.00	9,997.00	Final	0.00	11/5/03-9/30/04
157 Inc	PT	TK #15	PT-04-29	Grandville PD			5,000.00	4,975.00	Final	25.00	2/24/04-9/30/04
157 Inc	PT	TK #15	PT-04-30	West Branch PD			5,000.00	4,998.00	Final	2.00	2/24/04-9/30/04
157 Inc	PT	TK #15	PT-04-31	Norton Shores PD			4,982.00	4,982.00	Final	0.00	3/5/04-9/30/04
157 Inc	PT	TK #15	PT-04-32	Norton Shores PD			3,994.00	3,994.00	Final	0.00	3/22/04-9/30/04
157 Inc	PT	TK #15	PT-04-33	Columbia Twp PD			4,953.00	4,889.00	Final	64.00	3/25/04-9/30/04
157 Inc	PT	TK #15	PT-04-34	Hazel Park PD			5,000.00	5,000.00	Final	0.00	3/25/04-9/30/04
157 Inc	PT	TK #15	PT-04-35	Blissfield PD			5,000.00	4,991.00	Final	9.00	3/25/04-9/30/04
157 Inc	PT	TK #15	PT-04-36	Belding PD			4,893.00	4,788.00	Final	105.00	4/5/04-9/30/04
157 Inc	PT	TK #15	PT-04-37	Emmet Cty SO			5,000.00	5,000.00	Final	0.00	4/5/04-9/30/04
157 Inc	PT	TK #15	PT-04-38	Kentwood PD			4,000.00	4,000.00	Final	0.00	4/5/04-9/30/04
157 Inc	PT	TK #15	PT-04-39	University of Mi DPS			4,993.00	4,993.00	Final	0.00	4/5/04-9/30/04
157 Inc	PT	TK #15	PT-04-40	Marquette PD			4,978.00	4,940.00	Final	38.00	4/19/04-9/30/04
157 Inc	PT	TK #15	PT-04-41	Nashville PD			5,000.00	4,943.00	Final	57.00	4/19/04-9/30/04
157 Inc	PT	TK #15	PT-04-42	Sturgis PD			4,000.00	4,000.00	Final	0.00	4/19/04-9/30/04
157 Inc	PT	TK #15	PT-04-75	Saginaw Cty SO			5,000.00	5,000.00	Final	0.00	6/18/04-9/30/04
157 Inc	PT	TK #15	PT-04-72	Clarkston PD			5,000.00	5,000.00	Final	0.00	6/11/04-9/30/04
157 Inc	PT	TK #15	PT-04-47	Branch Cty SO			5,000.00	4,985.00	Final	15.00	5/14/04-9/30/04
157 Inc	PT	TK #15	PT-04-71	Flint PD			5,000.00	5,000.00	Final	0.00	6/4/04-9/30/04
157 Inc	PT	TK #15	PT-04-44	Grand Traverse Cty SO			4,916.00	4,916.00	Final	0.00	5/10/04-9/30/04
157 Inc	PT	TK #15	PT-04-42	White Cloud PD			5,000.00	4,977.00	Final	23.00	4/29/04-9/30/04
157 Inc	PT	TK #15	PT-04-46	Adrian PD			5,000.00	5,000.00	Final	0.00	5/14/04-9/30/04
157 Inc	PT	TK #15	PT-04-73	Frankenmuth PD			5,000.00	5,000.00	Final	0.00	6/11/04-9/30/04
157 Inc	PT	TK #15	PT-04-51	Sandusky PD			4,000.00	4,000.00	Final	0.00	5/14/04-9/30/04
157 Inc	PT	TK #15	PT-04-74	Plymouth Twp PD			5,000.00	5,000.00	Final	0.00	6/11/04-9/30/04
157 Inc	PT	TK #15	PT-04-76	Farmington Hills PD			4,000.00	4,000.00	Final	0.00	6/18/04-9/30/04
157 Inc	PT	TK #15	PT-04-56	Clinton Cty SO			3,999.00	3,995.00	Final	4.00	5/21/04-9/30/04
				Subtotal Task #15		288,705.00	288,705.00			49,378.00	
157 Inc	PT	TK #23		Enforcement							
157 Inc	PT	TK #23	PT-04-07	MSP—Traffic Services			106,963.00	106,963.00	Final	0.00	
157 Inc	PT	TK #23	PT-04-17	Macomb Cty SO			60,027.00	60,027.00	Final	0.00	
157 Inc	PT	TK #23	PT-04-13	Detroit PD			60,000.00	60,000.00	Final	0.00	
157 Inc	PT	TK #23	PT-04-08	TIA of Oakland Cty			59,896.00	59,896.00	Final	0.00	
157 Inc	PT	TK #23	PT-04-11	Wayne Cty SO			59,375.00	59,375.00	Final	0.00	
					1,277,000.00	1,337,316.40					
				Subtotal 157 Incentive PT Funds	1,849,000.00	1,848,021.40	1,145,671.00	692,257.00		214,087.00	

Funding Source	Prog Area	PAP/ Task	Grant Number	Description and Grantee	FY2004 HSP Planned Amt.	FY2004 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
157 Inn-PM	PT	TK #16		Advertising—Paid Media	1,450,000.00						
157 Inn-PM	PT	TK #16	CP-04-08	OHSP		1,450,000.00	1,450,000.00	1,447,717.00	Final	2,283.00	10/1/03–9/30/04
157 Inn	PT	TK #17		Public Information & Education	130,000.00						
157 Inn	PT	TK #17	CP-04-08	OHSP		130,000.00	130,000.00	118,907.00	Final	11,093.00	10/1/03–9/30/04
157 Inn	PT	TK #18		Law Enforcement Liaisons	113,000.00						
157 Inn	PT	TK #18	PT-04-01	MPHI		112,140.00	112,140.00	49,881.00	Final	62,259.00	10/1/03–9/30/04
157 Inn	PT	TK #19		Evaluation	134,000.00						
157 Inn	PT	TK #19	OP-03-27	UMTRI		103,487.00	103,487.00	103,487.00	Final	0.00	10/1/03–9/30/04
157 Inn	PT	TK #19	CP-04-07	OHSP		30,000.00	30,000.00	30,000.00	Final	0.00	10/1/03–9/30/04
157 Inn	PT	TK #20		Enforcement—Year 5	888,000.00	751,497.36					
157 Inn	PT	TK #20	PT-04-54	Clinton Cty SO			9,993.00	9,387.00	Final	606.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-48	Eaton Cty SO			8,804.00	8,464.00	Final	340.00	5/14/04–9/30/04
157 Inn	PT	TK #20	PT-04-49	Ionia Cty SO			9,209.00	6,417.00	Final	2,792.00	5/14/04–9/30/04
157 Inn	PT	TK #20	PT-04-69	Isabella Cty SO			10,423.00	9,713.00	Final	710.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-63	St. Joseph Cty SO			10,158.00	7,864.00	Final	2,294.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-57	Corunna PD			6,148.00	4,549.00	Final	1,599.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-65	Alpena Cty SO			4,938.00	2,997.00	Final	1,941.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-67	Charlevoix Cty SO			4,155.00	2,606.00	Final	1,549.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-53	Chippewa Cty SO			4,367.00	4,367.00	Final	0.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-68	Crawford Cty SO			5,044.00	2,378.00	Final	2,666.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-55	Iron Mt. PD			1,756.00	1,569.00	Final	187.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-70	Ludington PD			4,673.00	4,317.00	Final	356.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-66	St. Ignace PD			4,961.00	2,864.00	Final	2,097.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-60	Oceana Cty SO			4,992.00	4,856.00	Final	136.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-61	Ogemaw Cty SO			8,258.00	7,130.00	Final	1,128.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-59	Manistique PD			2,125.00	2,059.00	Final	66.00	5/14/04–9/30/04
157 Inn	PT	TK #20	PT-04-64	Wexford Cty SO			9,201.00	7,015.00	Final	2,186.00	5/21/04–9/30/04
157 Inn	PT	TK #20	PT-04-02	Holland Police Department			6,763.00	6,763.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-03	Wyoming Police Department			60,000.00	60,000.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-04	East Lansing Police Department			10,000.00	10,000.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-05	Burton PD			16,000.00	16,000.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-06	Calhoun Cty SO			8,500.00	8,500.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-07	MSP—Traffic Services			149,922.00	133,381.00	Final	16,541.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-08	TIA of Oakland Cty			50,000.00	50,000.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-09	Monroe Cty SO			12,000.00	12,000.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-10	Saginaw County SO			7,800.00	7,800.00	Final	0.00	
157 Inn	PT	TK #20	PT-04-12	Bay Cty SO			13,000.00	13,000.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-13	Detroit PD			40,000.00	40,000.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-14	Grand Traverse Cty SO			12,000.00	12,000.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-15	Kalamazoo Cty SO			10,000.00	10,000.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-16	Livingston Cty SO			10,305.00	10,305.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-17	Macomb Cty SO			52,000.00	52,000.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-18	Muskegon Cty SO			7,500.00	7,500.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-19	Jackson Traffic Safety Program			5,176.00	5,176.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-20	St. Clair Cty SO			12,000.00	12,000.00	Final	0.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-22	Marquette PD			3,454.00	2,331.00	Final	1,123.00	5/10/04–9/30/04
157 Inn	PT	TK #20	PT-04-25	Washtenaw Cty SO			10,000.00	10,000.00	Final	0.00	5/10/04–9/30/04
				Subtotal Task #20			605,625.00	567,308.00		38,317.00	

Funding Source	Prog Area	PAP/ Task	Grant Number	Description and Grantee	FY2004 HSP Planned Amt.	FY2004 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
				Subtotal 157 Innovative PT Funds	2,715,000.00	2,577,124.36	2,431,252.00	2,317,300.00		113,952.00	
	PT			TOTAL PAP 04-03	10,932,000.00	10,748,042.41	7,854,461.00	6,524,882.00		1,090,252.00	
	PS	04-04									
402	PS	TK #1		Public Information and Education	35,000.00						
402	PS	TK #1	PS-04-01	MDCH		35,000.00	35,000.00	34,533.00	Final	467.00	
402	PS	TK #2		Grant Development & Community Outreach Team	12,000.00						
402	PS	TK #2	CP-04-07	OHSP		12,000.00	11,737.00	10,838.00	Final	899.00	10/1/03–9/30/04
				TOTAL PAP 04-04	47,000.00	47,000.00	46,737.00	45,371.00		1,366.00	
		04-05									
402	TR	TK #1		Traffic Crash Facts	70,000.00						
402	TR	TK #1	TR-04-01	UMTRI		70,000.00	70,000.00	69,999.00	Final	1.00	10/1/03–9/30/04
402	TR	TK #2		Grant Development & Community Outreach Team	24,000.00						
402	TR	TK #2	CP-04-07	OHSP		24,000.00	23,475.00	21,677.00	Final	1,798.00	10/1/03–9/30/04
				Subtotal 402 TR Funds	94,000.00	94,000.00	93,475.00	91,676.00		1,799.00	
157 Inc	TR	TK #3		System Enhancement/Implementation	2,000,000.00						
157 Inc	TR	TK #3	TR-03-04	MSP—CJIC			2,000,000.00	500,000.00	Final	1,500,000.00	10/1/03–9/30/04
				Subtotal 157 Incentive TR Funds	2,000,000.00	2,000,000.00	2,000,000.00	500,000.00		1,500,000.00	
411	TR	TK #4		Traffic Crash Rewrite Project	112,000.00						
411	TR	TK #4	TR-03-03	MDOT			111,296.00	111,200.00	Final	96.00	10/1/03–9/30/04
				Subtotal 411	112,000.00	111,296.69	111,296.00	111,200.00		96.00	
				TOTAL PAP 04-05	2,206,000.00	2,205,296.69	2,204,771.00	702,876.00		1,501,895.00	
	CP	04-06									
402	CP	TK #1		Safe Communities Support	117,000.00						
402	CP	TK #1	AL-04-03	MDCH		77,000.00	77,000.00	9,853.00	Final	67,147.00	10/1/03–9/30/04
402	CP	TK #1	CP-04-05	TSA of Michigan		40,000.00	40,000.00	40,000.00	Final	0.00	10/1/03–9/30/04
402	CP	TK #2		Safe Communities Mini-Grants	50,000.00						
402	CP	TK #2	AL-04-03	MDCH		50,000.00	0.00			0.00	10/1/03–9/30/04
402	CP	TK #2	CP-04-11	St. Clair Cty Comm Mental Health			5,000.00	5,000.00	Final	0.00	4/29/04–9/30/04
402	CP	TK #2	CP-04-10	West Branch PD			4,000.00	4,000.00	Final	0.00	4/16/04–9/30/04
402	CP	TK #2	CP-04-12	Huron Behavioral Health			5,000.00	5,000.00	Final	0.00	5/10/04–9/30/04
402	CP	TK #2	CP-04-14	Clinton Memorial Hospital			4,975.00	3,588.00	Final	1,387.00	6/24/04–9/30/04
402	CP	TK #2		2004-550—LMAS District Health Dept—DENIED						0.00	
402	CP	TK #2	CP-04-15	West Shore Safe Comm.			3,604.00	499.00	Final	3,105.00	6/24/04–9/30/04
402	CP	TK #2	CP-04-16	Sturgis Youth & Family Council			5,000.00	5,000.00	Final	0.00	7/7/04–9/30/04
402	CP	TK #2	CP-04-13	Traverse Bay Area Safe Comm. Coalition			4,200.00	3,897.00	Final	303.00	6/18/04–9/30/04
				Subtotal TK #2	50,000.00	50,000.00	31,779.00	26,984.00		4,795.00	
402	CP	TK #3		Accessing Community Traffic Safety Tech Assistance	43,000.00						
402	CP	TK #3	PT-04-01	MPHI		43,000.00	43,000.00	41,648.00	Final	1,352.00	10/1/03–9/30/04
402	CP	TK #4		Safe Community Program Evaluation	20,000.00						
402	CP	TK #4	CP-04-01	UMTRI		20,000.00	20,000.00	20,000.00	Final	0.00	10/1/03–9/30/04

Funding Source	Prog Area	PAP/ Task	Grant Number	Description and Grantee	FY2004 HSP Planned Amt.	FY2004 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
402	CP	TK #5		Safe Communities Local Program Support	65,000.00						
402	CP	TK #5	DE-04-01	TIA of Oakland Cty		4,823.00	4,823.00	4,822.00	Final	1.00	10/1/03-9/30/04
402	CP	TK #5	CP-04-04	TSA of Macomb Cty		20,000.00	20,000.00	20,000.00	Final	0.00	10/1/03-9/30/04
402	CP	TK #5	CP-04-05	TSA of Michigan		20,000.00	25,000.00	25,000.00	Final	0.00	10/1/03-9/30/04
402	CP										
				Subtotal TK #5	65,000.00	44,823.00	49,823.00	49,822.00		1.00	
402	CP	TK #6		NETS Public Information & Education	31,000.00						
402	CP	TK #6	CP-04-08	OHSP		31,000.00	31,000.00	4,954.00	Final	26,046.00	10/1/03-9/30/04
402	CP	TK #7		Training	0.00						
402	CP	TK #7	CP-04-05	TSA of Michigan		5,000.00	0.00			0.00	10/1/03-9/30/04
402	CP	TK #8		Grant Development & Community Outreach Team	1,488,000.00						
402	CP	TK #8	CP-04-07	OHSP		1,502,543.00	259,200.00	239,352.00	Final	19,848.00	10/1/03-9/30/04
402	CP	TK #9		General Public Information	110,000.00						
402	CP	TK #9	CP-04-08	OHSP		110,000.00	110,000.00	77,634.00	Final	32,366.00	10/1/03-9/30/04
402	CP	TK #10		Public Information Distribution & Storage	350,000.00						
402	CP	TK #10	CP-04-06	MDCH		350,000.00	350,000.00	326,520.00	Final	23,480.00	10/1/03-9/30/04
402	CP	TK #11		Technical Assistance	130,000.00	130,000.00					
402	CP	TK #11	CP-04-03	UMTRI			20,000.00	19,999.00	Final	1.00	10/1/03-9/30/04
402	CP	TK #11	CP-04-02	UMTRI			50,000.00	18,284.00	Final	31,716.00	10/1/03-9/30/04
402	CP	TK #11	CP-04-09	UMTRI			20,000.00	20,000.00	Final	0.00	10/1/03-9/30/04
402	CP	TK #11	CP-04-01	UMTRI			20,000.00	19,992.00	Final	8.00	10/1/03-9/30/04
402	CP	TK #11	PT-04-01	MPHI			20,000.00	20,000.00	Final	0.00	10/1/03-9/30/04
				Subtotal TK #11	130,000.00	130,000.00	130,000.00	98,275.00		31,725.00	
				TOTAL PAP 04-06	2,404,000.00	2,403,366.00	1,141,802.00	935,042.00		31,726.00	
	RS	04-07									
402	RS	TK #1		Metropolitan Planning Organization Evaluation	50,000.00						
402	RS	TK #1	RS-04-02	WSU		50,000.00	50,000.00	50,000.00	Final	0.00	10/1/03-9/30/04
402	RS	TK #2		Intersection Safety Training	30,000.00						
402	RS	TK #2	RS-04-03	MTU		29,995.00	29,995.00	6,961.00	Final	23,034.00	11/18/03-09/30/04
402	RS	TK #3		Statewide Crash Data Evaluation	50,000.00						
402	RS	TK #3	RS-04-01	WSU		50,000.00	50,000.00	50,000.00	Final	0.00	10/1/03-9/30/04
402	RS	TK #4		Grant Development & Community Outreach Team	44,000.00						
402	RS	TK #4	CP-04-07	OHSP		44,005.00	43,037.00	39,742.00	Final	3,295.00	10/1/03-9/30/04
402	RS	TK #5		Deer-Vehicle Crash Reduction Study	5,000.00						
402	RS	TK #5	RS-04-04	Kent Cty Road Commission		5,000.00	4,965.00	4,963.00	Final	2.00	4/5/04-9/30/04
				TOTAL PAP 04-07	179,000.00	179,000.00	177,997.00	151,666.00		26,331.00	
DE	DE	04-08									
402	DE	TK #1		Curriculum Support	10,000.00						
402	DE	TK #1									
402	DE	TK #2		Elderly Mobility Issues	10,000.00						
402	DE	TK #2	DE-04-01	TIA of Oakland		10,000.00	10,000.00	10,000.00	Final	0.00	10/1/03-9/30/04
402	DE	TK #3		Grant Development & Community Outreach Team	7,000.00						
402	DE	TK #3	CP-04-07	OHSP		17,000.00	6,847.00	6,323.00	Final	524.00	10/1/03-9/30/04
				TOTAL PAP 04-08	27,000.00	27,000.00	16,847.00	16,323.00		524.00	

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